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**CONSUMPTION OF TOBACCO AND NICOTINE PRODUCTS:  
EXPERIENCE AND ATTITUDES**

**NOVEMBER - DECEMBER 2025**

ANALYTICAL REPORT



January 2026

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The All-Ukrainian survey “Consumption of tobacco and nicotine products: experience and attitudes” was conducted by the Kyiv International Institute of Sociology in November-December 2025 as part of a regular “Omnibus” commissioned by the NGO “Advocacy Center ‘Life’”. The research examined 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 main stages of the research included development and programming of the questionnaire (using the OSA for CATI software), generation of mobile phone numbers, interviewing respondents, quality control of the work performed, preparation of the final dataset, data weighting, and preparation of cross-tabulations and an analytical report. The analytical report was prepared by Viktoriia Zakhozha, KIIS Deputy Director. NGO “Life” experts Dmytro Kupyra, Oksana Levytska, and Olha Masna analyzed the results obtained and proposed conclusions, additions, and corrections, which were incorporated into the report.

**The survey was conducted using the computer-assisted telephone interviews (CATI) method.** According to KIIS survey data, conducted via face-to-face interviews using a random sample in December 2025, 99% of adult residents of Ukraine aged 18 and older in government-controlled territories use at least one Ukrainian mobile operator number. To conduct the survey, mobile phone numbers for all major Ukrainian mobile operators were randomly generated at the initial stage. The proportion of generated numbers for each mobile operator was approximately proportional to the overall share of mobile numbers belonging to each operator (based on KIIS survey data). To eliminate invalid numbers from the database, an “invisible” SMS message was sent to the generated numbers. Next, interviewers called the generated numbers and invited the respondents who answered the call to participate in the survey. The survey was conducted only with respondents aged 18 and older who, at the time of the survey, lived in territory controlled by the Ukrainian government. Ukrainian residents, who went abroad after February 24, 2022, and had not returned, were not surveyed. Interviews were conducted in either Ukrainian or Russian, at the respondent’s choice.

After the planned number of successful (complete) interviews was conducted, the resulting 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, and age was compared with official statistical sources. During the interview, the respondents reported their place of residence before February 24, 2022, as well as their current place of residence (at the time of the interview). We used the place of residence before February 24, 2022 for subsequent weighting procedures. The distribution of the entire adult population by macro-regions and type of settlement was determined based on Central Election Commission data from the 2019 parliamentary elections (by the number of registered voters). The sex and age structure was determined according to State Statistics Service data as of January 1, 2021. To align the sample structure with the structure of the population of Ukraine as a whole, we designed special statistical weights. In addition, these weights account for the

varying probability of different respondents being included in the sample (depending on the number of different mobile numbers a particular respondent has).

The composition of the macro-regions is as follows: *Western* macro-region – Volyn, Rivne, Lviv, Ivano-Frankivsk, Ternopil, Zakarpattia, Khmelnytsk, Chernivtsi oblasts; *Central* macro-region – Vinnytsia, Zhytomyr, Sumy, Chernihiv, Poltava, Kirovohrad, Cherkasy, Kyiv oblasts, Kyiv city; *Southern* macro-region – Dnipropetrovsk, Zaporizhzhia, Mykolaiv, Kherson, Odesa oblasts; *Eastern* macro-region – Donetsk, Luhansk, and Kharkiv oblasts.

**The field stage of the research lasted from November 25 to December 29, 2025. In total, 2,001 interviews were conducted as part of the research.**

Formally, under standard conditions, the statistical sampling error (with probability of 0.95 and design effect of 1.3) does not exceed:

- 2.9% for indicators close to 50%,
- 2.5% for indicators close to 25% or 75%,
- 1.7% for indicators close to 10% or 90%,
- 1.3% for indicators close to 5% or 95%,
- 0.6% for indicators close to 1% or 99%.

#### *Comments to the report structure*

In the report, for region and settlement type, we used the respondents' answers regarding where they currently reside (at the time of the interview). In case of family wealth levels, the categories signify the following: the "low" level refers to households that lack sufficient funds even for food or have enough for food products but not enough for clothing; "medium" refers to those who have enough funds for both food and clothing but lack enough to purchase certain expensive items (television, etc.); "high" refers to those who can buy certain expensive items or can generally afford anything.

At the same time, when interpreting results among specific categories (particular regions, respondents with different income levels, etc.), it must be taken into account that since fewer respondents fall into these categories than the sample as a whole, the margin of error for these categories is correspondingly higher. Consideration should also be given to the "overlap" between certain socio-demographic categories. For example, among younger respondents, there is a higher proportion of those with a higher income level. To address this, a separate Appendix A has been prepared in the report, which provides the number of respondents, margin of error, and socio-demographic profile for each category used in the report. **In the event of using any data from this research, it is mandatory to state that the research was conducted by the Kyiv International Institute of Sociology as commissioned by the NGO "Advocacy Center 'Life'".**

### CONSUMPTION OF TOBACCO AND NICOTINE PRODUCTS

- In total, 29.0% of the adult population of Ukraine are current consumers of any tobacco or nicotine products: 24.1% consume at least one product daily, and another 4.9% – only occasionally.
- Former tobacco/nicotine consumers make up 12.9% of adults, while more than half (54.5%) have never been regular consumers; thus, current non-consumers constitute 71.0% of the adult population.
- “Traditional” cigarettes, cigars, and smoking pipes remain the primary tobacco/nicotine products consumed in Ukraine – at the time of the survey, these were consumed by 22.9% (19.3% daily and 3.6% non-daily).
- At the time of the research, 6.6% of respondents consumed electronic cigarettes (5.1% use them daily); heated tobacco products (HTPs) – 4.4% (3.2% daily); waterpipes – 3.0% (2.4% occasionally); nicotine pouches – 1.3%. The consumption of any new tobacco and nicotine products is more characteristic of men and the youngest cohort (18-29 years old).
- Traditionally, there are more consumers among men (43.0% compared to 17.4% among women), younger respondents, and city residents. Additionally, the survey revealed a higher level of consumption among people with lower level of education and higher level of wealth, as well as among residents of the southern and eastern regions.
- Although 80.2% of current tobacco and nicotine consumers prefer one type of product, 12.6% consume two types of products, and 7.2% consume three or more. Combinations are more frequently used by younger and wealthier consumers, and the most common combinations involve traditional tobacco products: with electronic cigarettes only, with electronic cigarettes and heated tobacco products, or with heated tobacco products only.
- Despite the differences in approach to measuring prevalence of tobacco/nicotine consumption, a survey conducted in February 2025 showed a similar prevalence of tobacco consumption – 30.8% current consumers, including 27.2% daily ones. Likewise, no significant changes are observed in prevalence of current consumption for any of the product types researched.

### ADVERTISING OF TOBACCO AND NICOTINE PRODUCTS

- One-third (34.6%) of those surveyed reported that during the month preceding the survey, they had encountered advertisements or announcements that could promote the purchase of any tobacco or nicotine products, and this figure is significantly higher among younger respondents: 66.3% in the 18-29 age group and 41.7% in the 30-39 age group.
- The primary location for advertising is the points of sale for respective products, where over a quarter (26.2%) of adults see advertisements for tobacco or nicotine products every month. Advertising on the Internet is somewhat less common – 11% of respondents recalled seeing it in the form of banner ads on websites or on personal pages of public figures on social media. Outdoor advertising is the least prevalent, with only 6.4% of respondents able to recall it.
- Compared to the results of the survey conducted in September–October 2024, there is an observed reduction in exposure to advertising of products from tobacco and nicotine industry manufacturers, both overall and across each potential advertising channel.

- Advertising of tobacco products (including traditional cigarettes and heated tobacco products) remains the most widespread, encountered by 28.0% of respondents within the past month.
- The percentage of people who saw advertisements for tobacco products or heated tobacco products decreased from 34.9% to 28.0% and from 27.8% to 23.9%, respectively, compared to the fall of 2024; exposure to e-cigarette advertising remained unchanged (24.4%), while advertising for nicotine pouches continues to gain momentum: in the recent period, 20.6% of adults encountered it, while in the fall of 2024, only 13.6% reported doing so, and in December 2023 – 9.8%.
- Despite the decrease in the percentage of those who observed advertising, the categories of those most exposed to it traditionally remain unchanged: these are men, representatives of the youngest age group, more educated and affluent, as well as those who themselves consume tobacco and nicotine.
- Additionally, 7.7% of respondents recalled seeing advertisements for any tobacco or nicotine products on the Internet in certain formats. This indicator has continued to decline – from 13% in 2023 and 11% in 2024. The audience reach of various formats is small and differs little: 3.1% mentioned marketing or sporting activities of music, sports, or other brands; 2.5% mentioned podcasts or interviews; 1.9% mentioned digital art; and 1.8% mentioned video games. Younger and employed respondents saw advertisements on the Internet more frequently.

## **ATTITUDES TOWARD ANTI-TOBACCO MEASURES**

- The survey revealed a very high level of support for anti-tobacco initiatives among the population – no less than 70% supported each of the six proposed initiatives, while no more than 12% expressed opposition. Respondents most strongly support a ban on:
  - The advertising of electronic smoking device brands and e-cigarettes (81.4% vs. 69.7% in 2024),
  - visible promotional placement of product packs at points of sale (80.7% vs. 67.6% in 2024),
  - flavored tobacco products (75.2% vs. 62.2% in 2024),
  - production and sale of e-cigarettes and liquids for them (74.2%).
- Proposals to increase taxes on heated tobacco products to the level of regular cigarettes (71.5%) and to introduce a ban on nicotine pouches (69.9%) received relatively lower support.
- The lowest support for all proposed initiatives is declared by men, the youngest respondents (18-29 age group), people with a general secondary education or lower, and those who themselves consume tobacco or nicotine products.
- In comparison with previous results, there is an increase in support for each of the initiatives researched; however, the hierarchy of measures that enjoy the most support remains unchanged.

## **ILLICIT TRADE**

- Legal points of sale are the primary locations for purchasing tobacco and nicotine products for consumers; these include stores (75.8%) and kiosks (10.4%). Online stores are used infrequently (3.6%). Street sales are an alarming signal (street trade of tobacco products is prohibited in Ukraine), although they are uncommon – 2.2%.
- The absolute majority (95.2%) of tobacco and nicotine product consumers who had a pack with them and agreed to read the message printed on it cited one of the current

medical warnings in the Ukrainian language. Moreover, the vast majority of consumers who had a pack with them (89.5%) saw an excise stamp on it with inscriptions in the Ukrainian language.

## Conclusions and recommendations

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### Conclusions:

The survey results demonstrate a return to a downward trend in tobacco and nicotine product consumption, although the overall prevalence remains almost unchanged. This correlates with the respondents' answers regarding decreased exposure to the advertising and promotion of tobacco and nicotine products.

At the same time, the rate of decline remains limited, which is largely due to the aggressive promotion of novel tobacco and nicotine products. Their consumption remains traditionally most concentrated among the youngest age cohort – 18-29 years old.

These data correlate with the indicators of advertising exposure: it is the youth who most frequently encounter marketing of tobacco and nicotine products. Although the overall level of advertising exposure has decreased, the share of respondents who encountered advertisements for nicotine pouches (nicotine snus) has increased greatly – by 51.5% compared to 2024. In parallel, the level of consumption of nicotine pouches is also increasing. Points of sale remain the primary channel of marketing influence.

Multiple consumption of tobacco and nicotine products poses a systemic threat: about 20% of users consume two or more nicotine products simultaneously, and among the 18-29 age cohort, this figure reaches as high as 36%. Such a practice is associated with a higher level of nicotine dependence and a greater total intake of nicotine into the body.

The obtained data does not confirm the scale of illicit tobacco trade reported in research funded by the tobacco industry. This highlights the need for independent monitoring and transparent methodologies for assessing illicit trade of tobacco and nicotine products.

Inconsistencies in the application of combined health warnings on cigarette packaging are once again recorded, which may be reducing their effectiveness in informing consumers about the consequences of tobacco consumption.

The survey results demonstrated a significant increase in support for initiatives aimed at reducing tobacco and nicotine product consumption among the population: support for regulatory measures exceeds 70% for each of the proposed policies. This indicates a well-formed and clearly expressed public demand for strengthening state policy in the field of tobacco and nicotine control and protecting citizens' health.

## **Recommendations:**

With the aim of achieving a sustainable reduction in the prevalence of tobacco and nicotine consumption and minimizing the associated burden on the healthcare system, it is recommended to deepen the implementation of MPOWER policies in accordance with the provisions of the WHO Framework Convention on Tobacco Control, its guidelines and decisions of the Conferences of the Parties, and to ensure complete fulfillment of Ukraine's European integration obligations under Directive 2014/40/EU.

### **1. Tax policy and pricing**

- Ensure dynamic and uniform growth of excise taxes on tobacco products to achieve a real reduction in their price affordability, primarily for youth, as well as to proactively prepare for the increase of the minimum excise rate in the EU to 215 EUR per 1,000 cigarettes.
- Eliminate the 25% excise preference for heated tobacco products compared to cigarettes, which creates conditions for higher price affordability of this category of tobacco products, especially for youth.
- Take into account World Bank calculations when developing policies for increasing tobacco excise taxes, according to which a one-time price increase of 10% can lead to a reduction in consumption by 4–8%.

### **2. Elimination of marketing influence**

- Ban any flavored tobacco and nicotine products (in accordance with the requirements of Directive 2014/40/EU).
- Completely eliminate the visible placement (display) of tobacco and nicotine products and devices for their consumption at points of sale.
- Remove regulatory preferences regarding the advertising and promotion of heated tobacco products and e-cigarettes.
- Strengthen control over compliance with the bans on advertising, sales promotion, and sponsorship, including digital channels.

### **3. Regulation of novel products**

- Introduce a total ban on e-cigarettes, given the difficulty of effectively controlling their circulation and the highest level of consumption among the youngest age group.
- Prohibit the sale of nicotine pouches or introduce regulations for them on par with tobacco products (which should primarily include a ban on sales to minors, a nicotine content limit of 1 mg per serving, a ban on flavorings and additives, and the elimination of advertising, sales promotion, and sponsorship).
- Ensure the extension of medical warning requirements, including combined graphic warnings, to all tobacco and nicotine products.

### **4. Public information and warnings**

- Implement systematic information campaigns regarding the risks of tobacco and nicotine products with a focus on youth.

- Integrate brief tobacco cessation interventions into primary healthcare practice.

## **5. Countering illicit trade**

- Conduct independent, transparent research on illicit trade using validated methodologies.
- Ensure protection of public policy from tobacco industry interference in accordance with Article 5.3 of the WHO FCTC.
- Ratify the WHO Protocol to Eliminate Illicit Trade in Tobacco Products – a key international instrument for countering illicit tobacco trade.

## **6. Effective enforcement of legislation**

- Ensure enforcement of legislation regarding the ban on sale of flavored liquids for electronic cigarettes.
- Ensure control over proportional placement of combined medical warnings on cigarette packaging in accordance with regulatory requirements.

## **7. Monitoring**

- Regularly conduct monitoring of the prevalence of tobacco and nicotine product consumption to determine the effectiveness of policies and to correct their implementation.



### **Overall consumption of tobacco and nicotine products**

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Consumption of tobacco and nicotine products in the survey was measured through responses to separate questions about 5 types of products: “traditional” tobacco products (such as regular cigarettes, cigars, or smoking pipes), waterpipes, electronic cigarettes (or e-cigarettes or vaping devices), heated tobacco products, HTPs (those used with devices like IQOS, Glo, Ploom, etc.), and nicotine pouches (for example, Velo, Lyft, Zyn). For each type of product, the respondent could choose options regarding their current consumption (daily or occasional), former consumption (daily or occasional), isolated instances of consumption, or a complete lack of consumption experience or knowledge about the product.

The calculations of the overall level of tobacco / nicotine consumption are based on the answers to these questions regarding the consumption status of 5 types of tobacco and nicotine products. Accordingly, the following groups of respondents were identified:

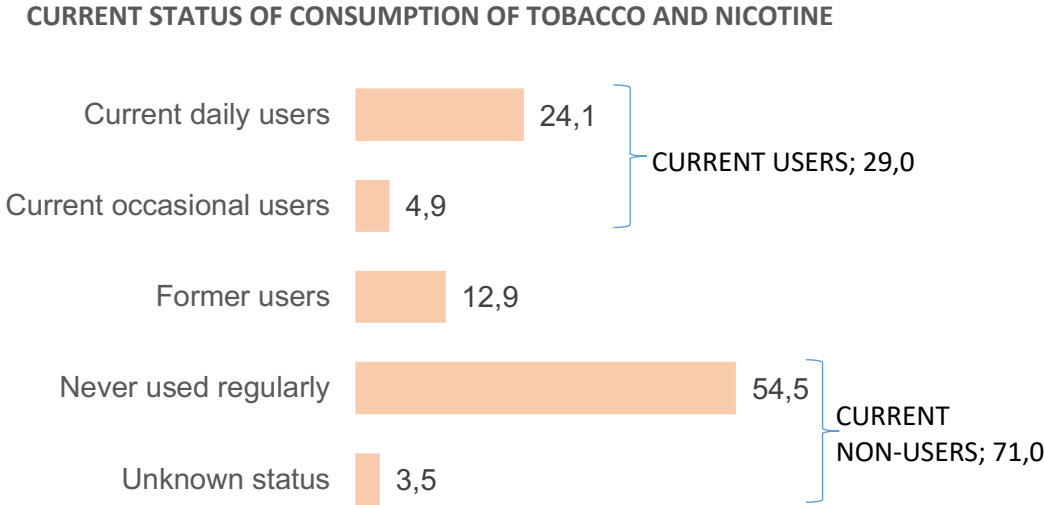
- Daily user – if the response “Currently smoke / use daily” was received for at least one type of product.
- Occasional user – if the respondent does not use any of the product types daily, but the response “Currently smoke / use less than daily” was received for at least one of them.
- Current user – if the response “Currently smoke / use daily” or “Currently smoke / use less than daily” was received for at least one type of product.
- Former user – if the respondent does not currently use any type of product, but for at least one of them the answer was “Currently do not smoke / use, but smoked / used daily in the past” or “Currently do not smoke / use, but smoked / used less than daily in the past”.
- Never used regularly – if the respondent is neither a current nor a former user, i.e., has never regularly used any type of product.
- Status unknown – if for all 5 types of products the answer was “difficult to say” or “refuse to answer”.

Such an approach to measuring the overall level of tobacco and nicotine product consumption may lead to underestimation of the daily consumption rate in some exotic cases – for example, when a respondent uses different products on different days and thus may be a daily user overall, even though they would be classified as an episodic user for each individual product type.

Thus, based on the classification described above, according to the results of the current research, 29.0% of the adult population of Ukraine are current users of any tobacco or nicotine products: 24.1% consume at least one product daily, and another 4.9% are only

occasional users. Former tobacco / nicotine users account for 12.9% of adults, while more than half (54.5%) have never been regular users; therefore, current non-users make up 71.0% of the adult population (Chart 1.1).

Chart 1.1



Question: “I will ask you about five categories of products. Please tell me whether you have ever consumed them or if you use them now”.  
 Base: all respondents; n=2001

Table 1.1 presents generalized tobacco and nicotine consumption statuses broken down by individual socio-demographic groups. Traditionally, there are more users among men, younger respondents, and urban residents. Additionally, the survey revealed a higher level of consumption among people with a lower level of education and a higher level of welfare, as well as among residents of southern and eastern oblasts.

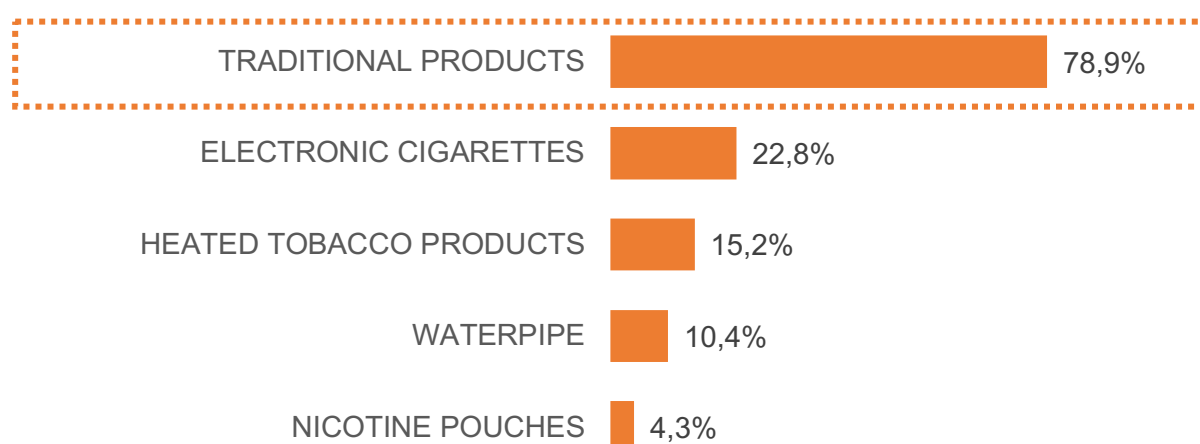
**Table 1.1. General status of tobacco / nicotine consumption, by socio-demographic categories**

| <i>% in a row</i> | Current users | Current daily users | Current occasional users | Former users | Never used regularly | Unknown status |
|-------------------|---------------|---------------------|--------------------------|--------------|----------------------|----------------|
| <b>TOTAL</b>      | <b>29.0</b>   | <b>24.1</b>         | <b>4.9</b>               | <b>12.9</b>  | <b>54.5</b>          | <b>3.5</b>     |
| <b>Sex</b>        |               |                     |                          |              |                      |                |
| Male              | 43.0          | 36.9                | 6.1                      | 16.9         | 37.7                 | 2.3            |
| Female            | 17.4          | 13.5                | 3.9                      | 9.6          | 68.4                 | 4.5            |
| <b>Age</b>        |               |                     |                          |              |                      |                |
| 18-29             | 44.7          | 33.1                | 11.6                     | 15.2         | 36.1                 | 4.0            |
| 30-39             | 32.6          | 27.8                | 4.8                      | 11.0         | 54.2                 | 2.1            |
| 40-49             | 36.8          | 31.4                | 5.4                      | 16.9         | 42.4                 | 3.8            |
| 50-59             | 27.8          | 23.9                | 4.0                      | 11.3         | 57.6                 | 3.2            |
| 60-69             | 19.9          | 16.9                | 3.0                      | 10.9         | 65.6                 | 3.6            |

| <i>% in a row</i>               | Current users | Current daily users | Current occasional users | Former users | Never used regularly | Unknown status |
|---------------------------------|---------------|---------------------|--------------------------|--------------|----------------------|----------------|
| 70+                             | 8.6           | 7.7                 | 0.9                      | 12.9         | 73.3                 | 5.2            |
| <b>Sex-age categories</b>       |               |                     |                          |              |                      |                |
| 18-29 – males                   | 54.3          | 43.0                | 11.3                     | 8.3          | 32.7                 | 4.6            |
| 18-29 – females                 | 31.0          | 19.0                | 12.0                     | 25.1         | 40.9                 | 3.1            |
| 30-39 – males                   | 42.6          | 37.8                | 4.7                      | 15.3         | 41.5                 | 0.6            |
| 30-39 – females                 | 24.5          | 19.5                | 4.9                      | 7.5          | 64.7                 | 3.4            |
| 40-49 – males                   | 50.2          | 44.8                | 5.4                      | 17.3         | 31.8                 | 0.7            |
| 40-49 – females                 | 22.7          | 17.4                | 5.3                      | 16.6         | 53.6                 | 7.1            |
| 50-59 – males                   | 41.5          | 35.0                | 6.5                      | 18.0         | 39.4                 | 1.1            |
| 50-59 – females                 | 17.0          | 15.0                | 2.0                      | 6.1          | 72.0                 | 4.9            |
| 60-69 – males                   | 35.6          | 30.4                | 5.2                      | 18.1         | 42.0                 | 4.2            |
| 60-69 – females                 | 9.0           | 7.5                 | 1.5                      | 5.8          | 82.0                 | 3.2            |
| 70+ – males                     | 19.9          | 18.5                | 1.3                      | 33.5         | 41.9                 | 4.7            |
| 70+ – females                   | 3.8           | 3.1                 | 0.7                      | 4.0          | 86.8                 | 5.4            |
| <b>Region</b>                   |               |                     |                          |              |                      |                |
| West                            | 24.7          | 18.6                | 6.1                      | 12.6         | 58.4                 | 4.2            |
| Center                          | 26.0          | 22.4                | 3.6                      | 14.5         | 56.0                 | 3.6            |
| South                           | 35.8          | 30.4                | 5.3                      | 10.9         | 50.4                 | 3.0            |
| East                            | 36.2          | 30.9                | 5.3                      | 13.4         | 47.8                 | 2.6            |
| <b>Type of residence</b>        |               |                     |                          |              |                      |                |
| Urban                           | 31.9          | 26.2                | 5.6                      | 12.7         | 52.7                 | 2.7            |
| Rural                           | 23.0          | 19.7                | 3.4                      | 13.5         | 58.3                 | 5.2            |
| <b>Education</b>                |               |                     |                          |              |                      |                |
| Complete secondary or lower     | 40.2          | 34.4                | 5.7                      | 9.8          | 45.2                 | 4.8            |
| Vocational or secondary special | 28.6          | 24.3                | 4.4                      | 11.7         | 56.0                 | 3.7            |
| Higher                          | 26.3          | 20.9                | 5.4                      | 14.9         | 56.5                 | 2.3            |
| <b>Employment</b>               |               |                     |                          |              |                      |                |
| Working                         | 33.0          | 27.2                | 5.8                      | 14.1         | 50.3                 | 2.6            |
| Not working                     | 23.8          | 20.6                | 3.1                      | 11.0         | 61.5                 | 3.8            |
| <b>Family well-being</b>        |               |                     |                          |              |                      |                |
| Low                             | 26.1          | 22.9                | 3.2                      | 11.5         | 57.9                 | 4.5            |
| Average                         | 29.6          | 24.8                | 4.8                      | 13.8         | 55.4                 | 1.2            |
| High                            | 31.5          | 24.3                | 7.2                      | 14.4         | 51.0                 | 3.1            |

Among consumers of tobacco or nicotine products, the absolute majority (78.9%) smoke “traditional” tobacco products. Following in prevalence of consumption are electronic cigarettes (22.8%), heated tobacco products (15.2%), and waterpipes (10.4%). Nicotine pouches were mentioned least frequently (4.3%) (*Chart 1.2*). The hierarchy of consumption is also maintained among daily tobacco and nicotine users.

## PREVALENCE OF USE OF CERTAIN PRODUCTS AMONG ALL USERS



Traditional tobacco products are the primary product for all identified socio-demographic categories. On the other hand, the use of novel products is more characteristic of women, youth, and more affluent consumers (*Table 1.2*).

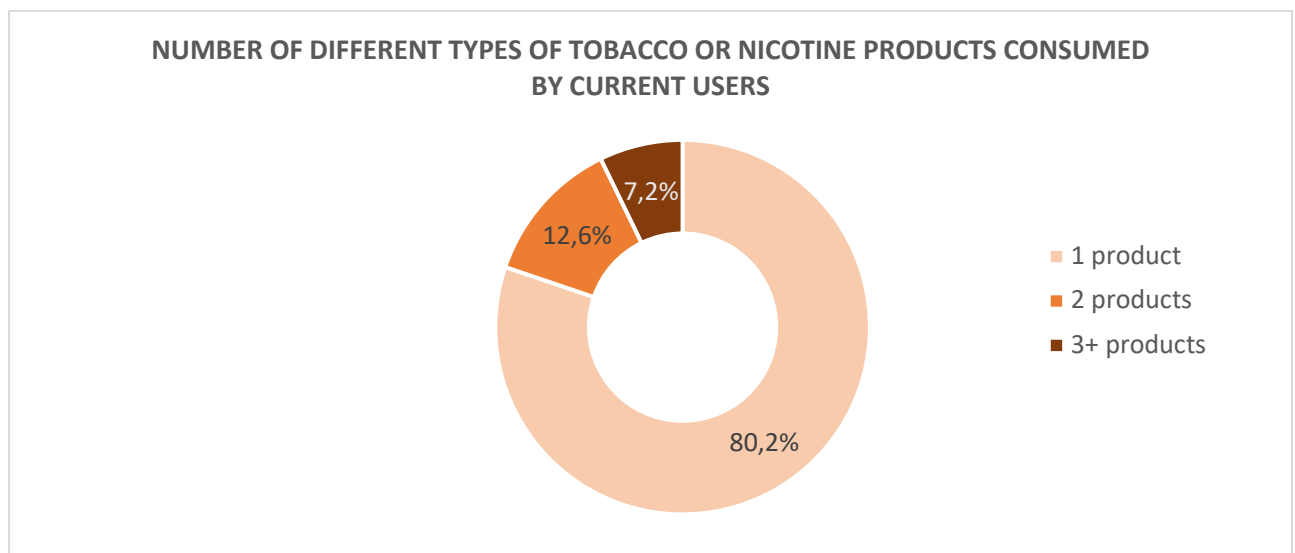
**Table 1.2. Prevalence of use of different tobacco / nicotine products among users, by socio-demographic categories**

| <i>% in a row</i>         | Traditional tobacco | Electronic cigarettes | HTPs | Waterpipe | Nicotine pouches |
|---------------------------|---------------------|-----------------------|------|-----------|------------------|
| <b>TOTAL</b>              | 78.9                | 22.8                  | 15.2 | 10.4      | 4.3              |
| <b>Sex</b>                |                     |                       |      |           |                  |
| Male                      | 82.6                | 19.9                  | 15.0 | 12.0      | 5.6              |
| Female                    | 71.5                | 28.7                  | 15.7 | 7.3       | 1.6              |
| <b>Age</b>                |                     |                       |      |           |                  |
| 18-29                     | 58.1                | 44.0                  | 22.7 | 25.0      | 9.3              |
| 30-39                     | 68.6                | 30.1                  | 21.3 | 11.2      | 4.3              |
| 40-49                     | 85.2                | 19.2                  | 15.9 | 8.4       | 3.6              |
| 50-59                     | 96.5                | 7.5                   | 6.3  | 1.6       | 0.7              |
| 60-69                     | 96.6                | 2.4                   | 2.4  | 0.7       | 2.4              |
| 70+                       | 98.1                | 1.9                   | 4.8  | 1.9       | 1.9              |
| <b>Sex-age categories</b> |                     |                       |      |           |                  |
| 18-29 – males             | 65.7                | 41.4                  | 23.8 | 29.1      | 10.7             |
| 18-29 – females           | 39.2                | 50.7                  | 19.8 | 14.9      | 5.9              |
| 30-39 – males             | 69.6                | 25.1                  | 18.7 | 15.2      | 7.3              |
| 30-39 – females           | 67.2                | 37.2                  | 25.0 | 5.5       | 0.0              |
| 40-49 – males             | 90.4                | 14.8                  | 17.4 | 7.1       | 5.2              |
| 40-49 – females           | 72.9                | 29.3                  | 12.6 | 11.4      | 0.0              |
| 50-59 – males             | 95.6                | 8.1                   | 6.2  | 1.0       | 1.0              |
| 50-59 – females           | 98.4                | 6.4                   | 6.4  | 2.9       | 0.0              |
| 60-69 – males             | 100.0               | 1.0                   | 1.0  | 1.0       | 1.0              |
| 60-69 – females           | 87.4                | 6.4                   | 6.2  | 0.0       | 6.2              |
| 70+ – males               | 97.3                | 2.7                   | 6.9  | 2.7       | 2.7              |
| 70+ – females             | 100.0               | 0.0                   | 0.0  | 0.0       | 0.0              |

| <i>% in a row</i>               | Traditional tobacco | Electronic cigarettes | HTPs | Waterpipe | Nicotine pouches |
|---------------------------------|---------------------|-----------------------|------|-----------|------------------|
| <b>Region</b>                   |                     |                       |      |           |                  |
| West                            | 83.1                | 12.8                  | 15.5 | 10.9      | 1.6              |
| Center                          | 73.6                | 31.6                  | 17.4 | 14.3      | 6.8              |
| South                           | 79.2                | 22.4                  | 10.9 | 7.1       | 4.2              |
| East                            | 84.8                | 19.6                  | 19.9 | 7.3       | 3.3              |
| <b>Type of residence</b>        |                     |                       |      |           |                  |
| Urban                           | 75.9                | 23.3                  | 16.1 | 10.8      | 3.2              |
| Rural                           | 87.7                | 21.4                  | 12.6 | 9.3       | 7.6              |
| <b>Education</b>                |                     |                       |      |           |                  |
| Complete secondary or lower     | 86.4                | 25.3                  | 11.2 | 14.4      | 0.0              |
| Vocational or secondary special | 88.0                | 17.8                  | 13.9 | 7.5       | 5.3              |
| Higher                          | 65.7                | 26.6                  | 18.4 | 11.9      | 4.7              |
| <b>Employment</b>               |                     |                       |      |           |                  |
| Working                         | 72.9                | 25.5                  | 17.6 | 11.0      | 3.7              |
| Not working                     | 89.5                | 18.6                  | 11.6 | 10.1      | 5.6              |
| <b>Family well-being</b>        |                     |                       |      |           |                  |
| Low                             | 92.8                | 15.1                  | 13.3 | 5.9       | 2.8              |
| Average                         | 76.4                | 25.3                  | 13.4 | 9.6       | 5.3              |
| High                            | 66.9                | 24.7                  | 21.6 | 18.1      | 4.2              |

The absolute majority (80.2%) of current tobacco and nicotine users consume only one type of product. Two types of products are consumed by 12.6%, while 7.2% use three or more products (*Chart 1.3*). Thus, among all adults, single-product users account for 23.3%, while 5.7% occasionally combine consumption of several types of products.

*Chart 1.3*

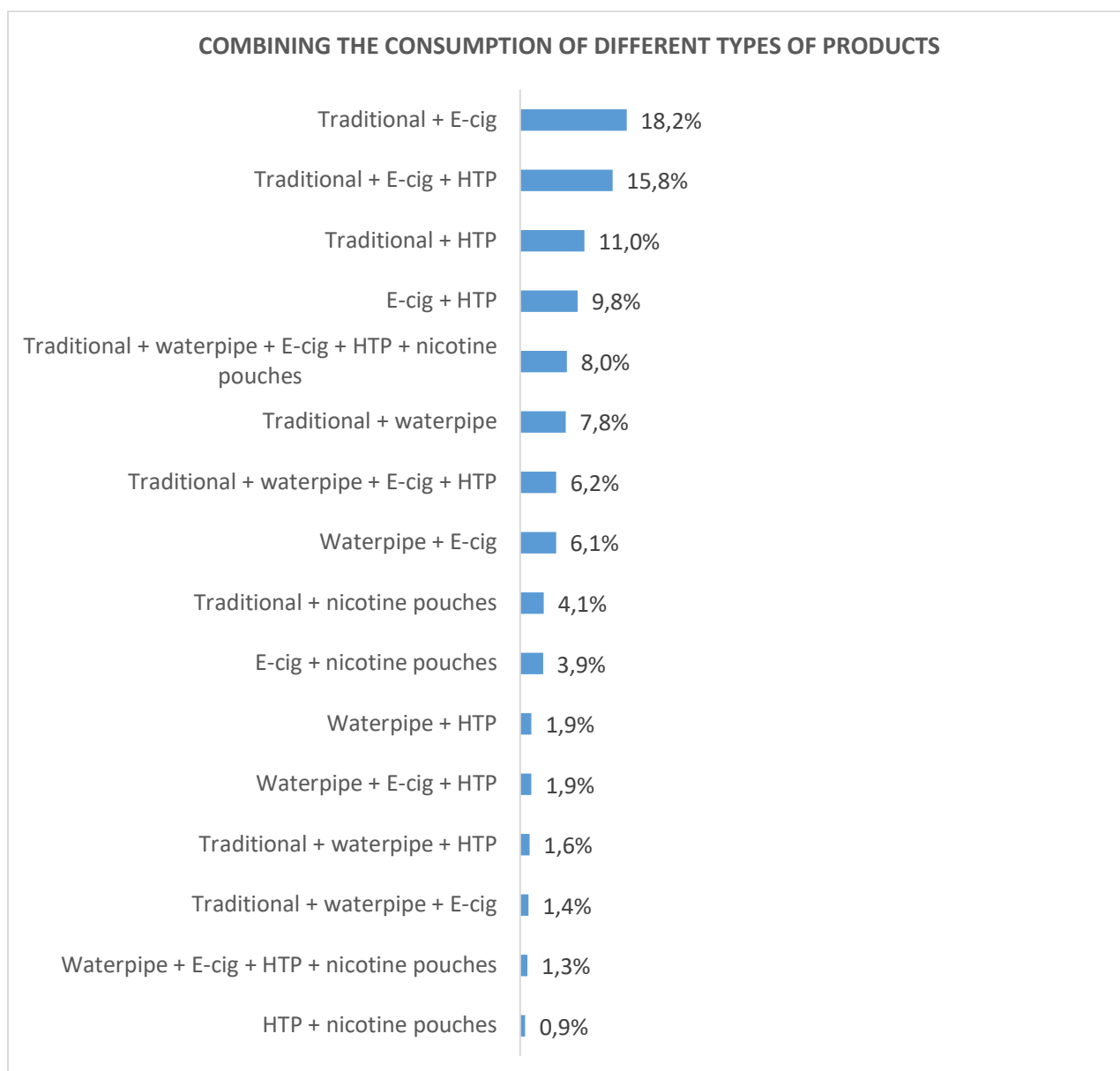


Most frequently, combinations are practiced by younger and wealthier consumers. In *Table 1.3* below, the data are presented by individual socio-demographic categories.

**Table 1.3. Number of different types of tobacco / nicotine products consumed by current users, by socio-demographic categories**

| <i>% in a row</i>               | <b>1 product</b> | <b>2 products</b> | <b>3+ products</b> |
|---------------------------------|------------------|-------------------|--------------------|
| <b>TOTAL</b>                    | 80.2             | 12.6              | 7.2                |
| <b>Sex</b>                      |                  |                   |                    |
| Male                            | 79.3             | 13.3              | 7.4                |
| Female                          | 81.9             | 11.3              | 6.8                |
| <b>Age</b>                      |                  |                   |                    |
| 18-29                           | 64.0             | 22.8              | 13.2               |
| 30-39                           | 75.3             | 15.2              | 9.5                |
| 40-49                           | 81.8             | 12.0              | 6.2                |
| 50-59                           | 91.3             | 6.1               | 2.6                |
| 60-69                           | 97.6             | 1.7               | 0.7                |
| 70+                             | 95.2             | 2.9               | 1.9                |
| <b>Region</b>                   |                  |                   |                    |
| West                            | 84.6             | 9.8               | 5.6                |
| Center                          | 75.5             | 15.1              | 9.4                |
| South                           | 80.7             | 14.7              | 4.6                |
| East                            | 83.1             | 5.7               | 11.3               |
| <b>Type of residence</b>        |                  |                   |                    |
| Urban                           | 81.0             | 12.5              | 6.5                |
| Rural                           | 77.8             | 12.9              | 9.3                |
| <b>Education</b>                |                  |                   |                    |
| Complete secondary or lower     | 79.3             | 11.0              | 9.7                |
| Vocational or secondary special | 79.5             | 12.9              | 7.6                |
| Higher                          | 81.6             | 12.8              | 5.6                |
| <b>Employment</b>               |                  |                   |                    |
| Working                         | 78.7             | 14.6              | 6.6                |
| Not working                     | 81.4             | 10.0              | 8.6                |
| <b>Family well-being</b>        |                  |                   |                    |
| Low                             | 84.0             | 6.7               | 9.4                |
| Average                         | 79.9             | 14.2              | 5.9                |
| High                            | 75.1             | 18.3              | 6.6                |

The respondents practice combining different types of tobacco and nicotine products, up to the occasional consumption of any of all 5 researched types (reported by 1.6% of all consumers; n=9). At the same time, the most common are combinations of traditional tobacco products: with electronic cigarettes only, with electronic cigarettes and heated tobacco products, as well as separately with HTPs (*Chart 1.4*).

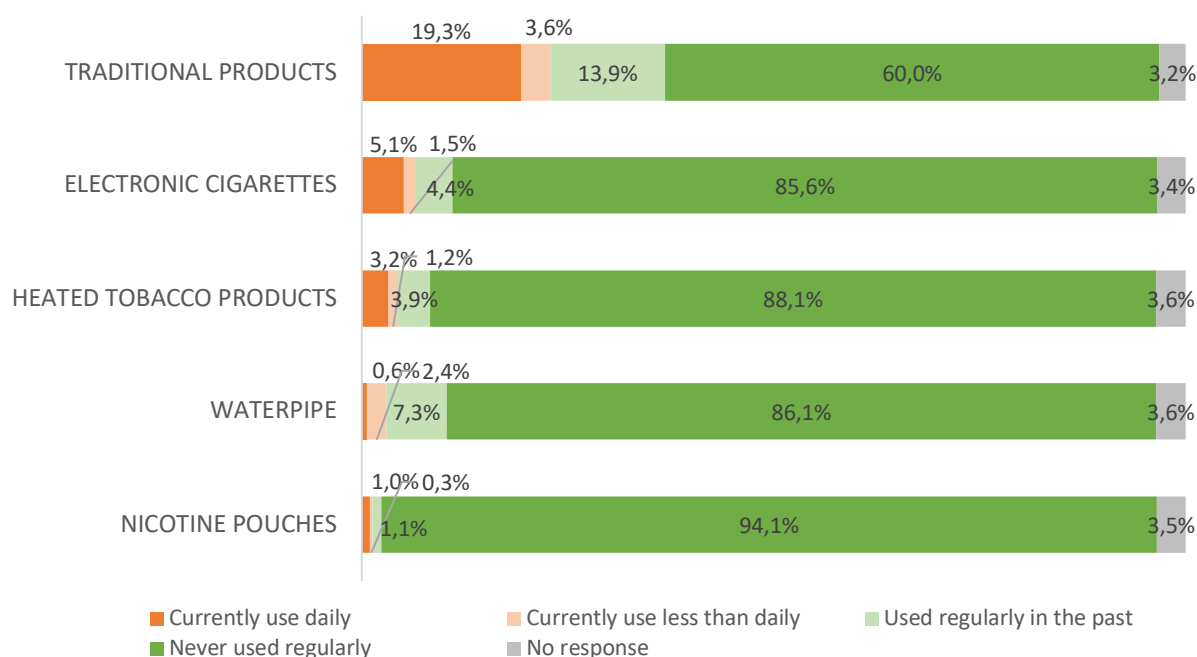


### Consumption of specific tobacco and nicotine products

Consumption of tobacco and nicotine products in the survey was measured through responses to separate questions about 5 types of products.

Thus, “traditional” cigarettes, cigars, and smoking pipes remain the primary tobacco / nicotine products consumed in Ukraine. At the time of the survey, 22.9% were consuming them (19.3% daily and 3.6% non-daily). Currently, 13.9% do not smoke but have smoked them previously (8.4% were daily smokers, while 5.5% were occasional) (*Chart 1.5*). The vast majority (60.0%) have never been regular smokers, although 15.7% have tried such products at least once in their lives. The remaining 3.2% were unable to provide an answer to the question.

STATUS OF CONSUMPTION OF SOME TOBACCO AND NICOTINE PRODUCTS



Question: "I will ask you about five categories of products. Please tell me whether you have ever consumed them or if you use them now".

Base: all respondents; n=2001

Traditional tobacco smokers are more common among men (35.5%, including 31.0% who are daily smokers) than among women (12.4% smoke in total, and 9.7% daily). Daily smokers occur most frequently in the middle-aged cohort (40–49 years) – 27.6% – while they are least common among the oldest respondents (70+ years) – 7.6%. Among residents of the southern and eastern oblasts of Ukraine, there are also more daily traditional tobacco smokers compared to the central and western oblasts. Respondents with higher education are more likely not to be daily smokers, but are more often former smokers. Among employed survey participants, there are more current and former occasional smokers. Former daily smokers are more common among men. People without experience of regular smoking are more numerous among women (73.2%), the oldest respondents (74.1%), and village residents (63.4%) (Table 1.4).

Table 1.4. Use of traditional tobacco / nicotine products, by socio-demographic categories

| % in a row | Currently smoke / use daily | Currently smoke / use less than daily | Currently do not smoke / use, but smoked / used daily in the past | Currently do not smoke / use, but smoked / used less than daily in the past | Never smoked / used regularly, but have tried at least once | Never tried but know / heard of such product | Never heard of this product | No response |
|------------|-----------------------------|---------------------------------------|---|---|---|--|-----------------------------|-------------|
| TOTAL      | 19.3                        | 3.6                                   | 8.4   | 5.5   | 15.7  | 38.6   | 5.7                         | 3.2         |

| <i>% in a row</i>               | Currently smoke / use daily | Currently smoke / use less than daily | Currently do not smoke / use, but smoked / used daily in the past | Currently do not smoke / use, but smoked / used less than daily in the past | Never smoked / used regularly, but have tried at least once | Never tried but know / heard of such product | Never heard of this product | No response |
|---------------------------------|-----------------------------|---------------------------------------|---|---|---|--|-----------------------------|-------------|
| <b>Sex</b>                      |                             |                                       |   |   |   |  |                             |             |
| Male                            | 31.0                        | 4.6                                   | 12.2  | 6.3   | 14.9  | 25.1   | 4.1                         | 1.8         |
| Female                          | 9.7                         | 2.7                                   | 5.3   | 4.8   | 16.4  | 49.7   | 7.0                         | 4.3         |
| <b>Age</b>                      |                             |                                       |   |   |   |  |                             |             |
| 18-29                           | 18.4                        | 7.6                                   | 8.6   | 11.4  | 15.4  | 29.7   | 4.8                         | 4.2         |
| 30-39                           | 19.5                        | 2.9                                   | 9.7   | 4.6   | 18.4  | 39.0   | 3.8                         | 2.1         |
| 40-49                           | 27.6                        | 3.7                                   | 9.5   | 4.5   | 21.0  | 26.8   | 3.5                         | 3.4         |
| 50-59                           | 23.3                        | 3.6                                   | 6.9   | 5.0   | 14.3  | 39.4   | 4.7                         | 2.8         |
| 60-69                           | 16.3                        | 3.0                                   | 5.5   | 5.4   | 12.6  | 47.1   | 7.3                         | 2.9         |
| 70+                             | 7.6                         | 0.9                                   | 9.9   | 3.0   | 10.3  | 51.5   | 12.3                        | 4.5         |
| <b>Sex-age categories</b>       |                             |                                       |   |   |   |  |                             |             |
| 18-29 – males                   | 28.3                        | 7.4                                   | 8.0   | 6.3   | 13.3  | 28.6   | 4.3                         | 3.8         |
| 18-29 – females                 | 4.3                         | 7.8                                   | 9.4   | 18.7  | 18.2  | 31.2   | 5.4                         | 4.9         |
| 30-39 – males                   | 27.4                        | 2.2                                   | 13.3  | 6.6   | 17.2  | 28.0   | 4.6                         | 0.6         |
| 30-39 – females                 | 12.9                        | 3.5                                   | 6.8   | 2.9   | 19.4  | 48.1   | 3.1                         | 3.4         |
| 40-49 – males                   | 40.7                        | 4.7                                   | 9.3   | 5.4   | 15.3  | 21.8   | 2.1                         | 0.5         |
| 40-49 – females                 | 13.8                        | 2.7                                   | 9.7   | 3.5   | 26.9  | 32.1   | 4.9                         | 6.3         |
| 50-59 – males                   | 34.0                        | 5.7                                   | 13.7  | 5.3   | 12.6  | 23.8   | 3.9                         | 1.1         |
| 50-59 – females                 | 14.7                        | 2.0                                   | 1.6   | 4.7   | 15.6  | 51.7   | 5.4                         | 4.2         |
| 60-69 – males                   | 30.4                        | 5.2                                   | 8.5   | 8.7   | 17.6  | 23.3   | 3.1                         | 3.1         |
| 60-69 – females                 | 6.4                         | 1.5                                   | 3.3   | 3.0   | 9.1   | 63.7   | 10.2                        | 2.8         |
| 70+ – males                     | 18.0                        | 1.3                                   | 27.5  | 6.0   | 11.4  | 23.4   | 9.1                         | 3.3         |
| 70+ – females                   | 3.1                         | 0.7                                   | 2.3   | 1.7   | 9.9   | 63.7   | 13.6                        | 5.0         |
| <b>Region</b>                   |                             |                                       |   |   |   |  |                             |             |
| West                            | 15.5                        | 5.1                                   | 6.4   | 5.3   | 14.1  | 42.9   | 7.2                         | 3.5         |
| Center                          | 16.8                        | 2.3                                   | 9.5   | 7.1   | 18.6  | 37.1   | 5.3                         | 3.2         |
| South                           | 25.0                        | 3.4                                   | 8.7   | 3.6   | 14.1  | 36.9   | 5.1                         | 3.3         |
| East                            | 26.3                        | 4.4                                   | 9.7   | 4.2   | 13.7  | 35.2   | 4.1                         | 2.3         |
| <b>Type of residence</b>        |                             |                                       |   |   |   |  |                             |             |
| Urban                           | 20.2                        | 4.0                                   | 9.8   | 5.3   | 16.0  | 36.0   | 6.3                         | 2.3         |
| Rural                           | 17.6                        | 2.6                                   | 5.6   | 5.8   | 15.1  | 43.9   | 4.4                         | 5.0         |
| <b>Education</b>                |                             |                                       |   |   |   |  |                             |             |
| Complete secondary or lower     | 31.1                        | 3.7                                   | 3.0   | 5.4   | 11.0  | 35.1   | 5.8                         | 4.8         |
| Vocational or secondary special | 21.2                        | 4.0                                   | 8.5   | 3.6   | 13.0  | 38.5   | 7.9                         | 3.4         |
| Higher                          | 14.0                        | 3.3                                   | 9.8   | 7.4   | 19.9  | 39.8   | 3.8                         | 2.0         |
| <b>Employment</b>               |                             |                                       |   |   |   |  |                             |             |
| Working                         | 20.0                        | 4.1                                   | 9.1   | 6.5   | 18.3  | 35.6   | 4.0                         | 2.4         |
| Not working                     | 18.9                        | 2.3                                   | 7.3   | 4.1   | 12.6  | 43.4   | 8.0                         | 3.4         |
| <b>Family well-being</b>        |                             |                                       |   |   |   |  |                             |             |
| Low                             | 21.1                        | 3.1                                   | 7.5   | 3.3   | 11.1  | 42.2   | 7.6                         | 4.1         |

| <i>% in a row</i> | Currently smoke / use daily | Currently smoke / use less than daily | Currently do not smoke / use, but smoked / used daily in the past | Currently do not smoke / use, but smoked / used less than daily in the past | Never smoked / used regularly, but have tried at least once | Never tried but know / heard of such product | Never heard of this product | No response |
|-------------------|-----------------------------|---------------------------------------|---|---|---|--|-----------------------------|-------------|
| Average           | 19.0                        | 3.6                                   | 8.2   | 7.4   | 17.0  | 37.9   | 5.6                         | 1.3         |
| High              | 17.3                        | 3.8                                   | 10.7  | 5.0   | 22.7  | 34.1   | 3.9                         | 2.5         |

The use of novel tobacco and nicotine products is notably less common.

Thus, 6.6% of respondents admitted to current use of electronic cigarettes, including 5.1% who use such products daily. Former electronic cigarette users account for 4.4%: 1.5% were daily users, and 2.9% were occasional users (*Chart 1.5*). Electronic cigarette consumption is more characteristic of men, the youngest cohort (18–29 years), and people with a medium or high level of household income (*Table 1.5*).

**Table 1.5. Use of electronic cigarettes, by socio-demographic categories**

| <i>% in a row</i>         | Currently smoke / use daily | Currently smoke / use less than daily | Currently do not smoke / use, but smoked / used daily in the past | Currently do not smoke / use, but smoked / used less than daily in the past | Never smoked / used regularly, but have tried at least once | Never tried but know / heard of such product | Never heard of this product | No response |
|---------------------------|-----------------------------|---------------------------------------|---|---|---|--|-----------------------------|-------------|
| <b>TOTAL</b>              | <b>5.1</b>                  | <b>1.5</b>                            | <b>1.5</b>  | <b>2.9</b>  | <b>12.5</b>   | <b>64.1</b>                                  | <b>8.9</b>                  | <b>3.4</b>  |
| <b>Gender</b>             |                             |                                       |   |   |   |  |                             |             |
| Male                      | 7.4                         | 1.2                                   | 2.1   | 4.3   | 13.4  | 61.7   | 7.7                         | 2.3         |
| Female                    | 3.3                         | 1.7                                   | 1.1   | 1.7   | 11.9  | 66.1   | 9.9                         | 4.4         |
| <b>Age</b>                |                             |                                       |   |   |   |  |                             |             |
| 18-29                     | 14.8                        | 4.8                                   | 2.5   | 9.1   | 19.9  | 38.5   | 6.9                         | 3.5         |
| 30-39                     | 7.7                         | 2.2                                   | 2.7   | 3.8   | 11.2  | 65.0   | 5.4                         | 2.1         |
| 40-49                     | 5.7                         | 1.3                                   | 1.4   | 2.9   | 19.8  | 60.8   | 4.4                         | 3.6         |
| 50-59                     | 1.5                         | 0.6                                   | 1.5   | 0.7   | 12.2  | 74.2   | 5.9                         | 3.3         |
| 60-69                     | 0.5                         | 0.0                                   | 0.4   | 0.1   | 4.9   | 79.7   | 10.3                        | 4.0         |
| 70+                       | 0.2                         | 0.0                                   | 0.2   | 0.8   | 6.8   | 62.3   | 25.0                        | 4.8         |
| <b>Sex-age categories</b> |                             |                                       |   |   |   |  |                             |             |
| 18-29 – males             | 19.6                        | 2.8                                   | 3.1   | 9.9   | 16.1  | 37.2   | 7.5                         | 3.8         |
| 18-29 – females           | 8.0                         | 7.7                                   | 1.6   | 7.9   | 25.3  | 40.4   | 6.1                         | 3.1         |
| 30-39 – males             | 9.9                         | 0.8                                   | 4.6   | 7.2   | 10.9  | 57.8   | 8.2                         | 0.6         |
| 30-39 – females           | 5.8                         | 3.3                                   | 1.2   | 1.0   | 11.5  | 70.9   | 3.0                         | 3.4         |
| 40-49 – males             | 5.8                         | 1.6                                   | 0.2   | 3.0   | 22.4  | 63.7   | 2.7                         | 0.5         |
| 40-49 – females           | 5.6                         | 1.1                                   | 2.6   | 2.8   | 17.1  | 57.8   | 6.2                         | 6.8         |
| 50-59 – males             | 2.3                         | 1.1                                   | 2.3   | 1.1   | 11.3  | 73.5   | 6.7                         | 1.8         |
| 50-59 – females           | 0.8                         | 0.3                                   | 0.9   | 0.4   | 13.0  | 74.7   | 5.4                         | 4.6         |
| 60-69 – males             | 0.4                         | 0.0                                   | 1.1   | 0.4   | 5.3   | 81.1   | 6.4                         | 5.4         |

|                                 |     |     |     |     |      |      |      |     |
|---------------------------------|-----|-----|-----|-----|------|------|------|-----|
| 60-69 – females                 | 0.6 | 0.0 | 0.0 | 0.0 | 4.7  | 78.7 | 13.0 | 3.1 |
| 70+ – males                     | 0.5 | 0.0 | 0.0 | 0.8 | 10.1 | 62.9 | 22.4 | 3.3 |
| 70+ – females                   | 0.0 | 0.0 | 0.4 | 0.7 | 5.4  | 62.1 | 26.1 | 5.4 |
| <b>Region</b>                   |     |     |     |     |      |      |      |     |
| West                            | 2.8 | 0.4 | 0.6 | 3.9 | 11.4 | 66.8 | 10.2 | 4.0 |
| Center                          | 6.9 | 1.3 | 2.0 | 2.5 | 11.1 | 63.6 | 9.2  | 3.4 |
| South                           | 5.2 | 2.8 | 2.0 | 2.1 | 15.1 | 61.0 | 8.5  | 3.3 |
| East                            | 4.7 | 2.4 | 1.2 | 3.2 | 15.0 | 66.3 | 4.9  | 2.3 |
| <b>Type of residence</b>        |     |     |     |     |      |      |      |     |
| Urban                           | 5.6 | 1.8 | 1.8 | 2.9 | 12.4 | 63.4 | 9.6  | 2.5 |
| Rural                           | 4.1 | 0.8 | 0.9 | 2.8 | 12.9 | 65.6 | 7.5  | 5.4 |
| <b>Education</b>                |     |     |     |     |      |      |      |     |
| Complete secondary or lower     | 7.3 | 2.8 | 1.1 | 5.9 | 10.7 | 59.3 | 7.9  | 4.8 |
| Vocational or secondary special | 3.7 | 1.4 | 1.8 | 1.9 | 13.2 | 61.6 | 12.4 | 3.9 |
| Higher                          | 5.7 | 1.3 | 1.4 | 2.8 | 12.5 | 68.2 | 6.0  | 2.0 |
| <b>Employment</b>               |     |     |     |     |      |      |      |     |
| Working                         | 6.7 | 1.7 | 2.4 | 2.9 | 15.0 | 63.8 | 5.2  | 2.3 |
| Not working                     | 3.1 | 1.3 | 0.6 | 2.5 | 9.8  | 65.0 | 13.7 | 3.9 |
| <b>Family wellbeing</b>         |     |     |     |     |      |      |      |     |
| Low                             | 2.2 | 1.7 | 0.8 | 1.4 | 9.9  | 67.5 | 11.8 | 4.7 |
| Average                         | 6.7 | 0.7 | 2.0 | 2.5 | 14.3 | 63.8 | 8.7  | 1.2 |
| High                            | 5.5 | 2.3 | 2.3 | 4.6 | 15.6 | 61.7 | 5.4  | 2.6 |

The level of current consumption of HTPs is 4.4% (significantly lower than the consumption of electronic cigarettes), including 3.2% of those who use them daily. Another 3.9% have stopped using HTPs (1.7% used them daily, 2.2% less frequently) (*Chart 1.5*). As with electronic cigarettes, the consumption of HTPs is more characteristic of men, the youngest adults, and the most affluent. Additionally, HTPs are more frequently used by city residents (*Table 1.6*).

**Table 1.6. Use of heated tobacco products, by socio-demographic categories**

| <i>% in a row</i> | Currently smoke / use daily | Currently smoke / use less than daily | Currently do not smoke / use, but smoked / used daily in the past | Currently do not smoke / use, but smoked / used less than daily in the past | Never smoked / used regularly, but have tried at least once | Never tried but know / heard of such product | Never heard of this product | No response |
|-------------------|-----------------------------|---------------------------------------|---|---|---|--|-----------------------------|-------------|
| <b>TOTAL</b>      | <b>3.2</b>                  | <b>1.2</b>                            | <b>1.7</b>  | <b>2.2</b>  | <b>10.7</b>   | <b>61.2</b>                                  | <b>16.3</b>                 | <b>3.5</b>  |
| <b>Sex</b>        |                             |                                       |   |   |   |  |                             |             |
| Male              | 5.2                         | 1.2                                   | 1.6   | 2.9   | 12.0  | 60.7   | 13.7                        | 2.7         |
| Female            | 1.5                         | 1.2                                   | 1.8   | 1.7   | 9.5   | 61.6   | 18.4                        | 4.2         |
| <b>Age</b>        |                             |                                       |   |   |   |  |                             |             |
| 18-29             | 8.7                         | 1.5                                   | 2.6   | 6.8   | 18.9  | 47.0   | 10.6                        | 4.0         |
| 30-39             | 4.1                         | 2.8                                   | 2.7   | 2.5   | 10.4  | 65.0   | 10.3                        | 2.1         |
| 40-49             | 4.3                         | 1.5                                   | 2.6   | 3.8   | 13.7  | 61.5   | 8.5                         | 4.0         |
| 50-59             | 1.2                         | 0.5                                   | 1.6   | 0.1   | 10.5  | 70.9   | 12.4                        | 2.8         |

| <i>% in a row</i>               | Currently smoke / use daily | Currently smoke / use less than daily | Currently do not smoke / use, but smoked / used daily in the past | Currently do not smoke / use, but smoked / used less than daily in the past | Never smoked / used regularly, but have tried at least once | Never tried but know / heard of such product | Never heard of this product | No response |
|---------------------------------|-----------------------------|---------------------------------------|---|---|---|--|-----------------------------|-------------|
| 60-69                           | 0.5                         | 0.0                                   | 0.1   | 0.1   | 4.2   | 68.7   | 22.2                        | 4.1         |
| 70+                             | 0.4                         | 0.0                                   | 0.0   | 0.0   | 6.3   | 48.0   | 40.3                        | 4.9         |
| <b>Sex-age categories</b>       |                             |                                       |   |   |   |  |                             |             |
| 18-29 – males                   | 11.3                        | 1.6                                   | 2.2   | 3.0   | 20.2  | 45.5   | 11.6                        | 4.6         |
| 18-29 – females                 | 4.9                         | 1.3                                   | 3.3   | 12.2  | 16.9  | 49.1   | 9.3                         | 3.1         |
| 30-39 – males                   | 6.4                         | 1.5                                   | 2.6   | 3.4   | 13.6  | 63.3   | 8.5                         | 0.6         |
| 30-39 – females                 | 2.3                         | 3.8                                   | 2.8   | 1.8   | 7.7   | 66.4   | 11.7                        | 3.4         |
| 40-49 – males                   | 6.4                         | 2.4                                   | 0.7   | 7.4   | 10.8  | 63.1   | 8.0                         | 1.3         |
| 40-49 – females                 | 2.2                         | 0.7                                   | 4.7   | 0.0   | 16.7  | 59.8   | 9.1                         | 6.8         |
| 50-59 – males                   | 2.1                         | 0.5                                   | 3.0   | 0.3   | 9.3   | 66.7   | 16.8                        | 1.3         |
| 50-59 – females                 | 0.5                         | 0.5                                   | 0.4   | 0.0   | 11.4  | 74.3   | 8.8                         | 4.0         |
| 60-69 – males                   | 0.4                         | 0.0                                   | 0.3   | 0.4   | 4.6   | 71.1   | 17.7                        | 5.7         |
| 60-69 – females                 | 0.6                         | 0.0                                   | 0.0   | 0.0   | 3.9   | 67.1   | 25.4                        | 3.1         |
| 70+ – males                     | 1.4                         | 0.0                                   | 0.0   | 0.0   | 11.3  | 51.4   | 31.3                        | 4.7         |
| 70+ – females                   | 0.0                         | 0.0                                   | 0.0   | 0.0   | 4.2   | 46.4   | 44.3                        | 5.0         |
| <b>Region</b>                   |                             |                                       |   |   |   |  |                             |             |
| West                            | 3.0                         | 0.8                                   | 0.5   | 2.9   | 9.4   | 61.2   | 17.9                        | 4.2         |
| Center                          | 3.3                         | 1.2                                   | 2.4   | 1.1   | 9.7   | 62.3   | 16.5                        | 3.5         |
| South                           | 2.4                         | 1.5                                   | 1.9   | 3.6   | 13.0  | 59.6   | 14.9                        | 3.1         |
| East                            | 5.8                         | 1.4                                   | 2.5   | 0.6   | 11.9  | 61.0   | 14.1                        | 2.6         |
| <b>Type of residence</b>        |                             |                                       |   |   |   |  |                             |             |
| Urban                           | 3.8                         | 1.4                                   | 2.1   | 1.8   | 12.0  | 62.0   | 14.3                        | 2.6         |
| Rural                           | 2.1                         | 0.8                                   | 0.8   | 3.1   | 7.8   | 59.6   | 20.4                        | 5.4         |
| <b>Education</b>                |                             |                                       |   |   |   |  |                             |             |
| Complete secondary or lower     | 4.5                         | 0.0                                   | 2.3   | 4.0   | 10.1  | 59.9   | 14.4                        | 4.8         |
| Vocational or secondary special | 2.9                         | 1.1                                   | 1.2   | 0.9   | 10.7  | 56.4   | 23.2                        | 3.6         |
| Higher                          | 3.2                         | 1.6                                   | 1.9   | 3.0   | 10.9  | 66.4   | 10.7                        | 2.2         |
| <b>Employment</b>               |                             |                                       |   |   |   |  |                             |             |
| Working                         | 4.3                         | 1.5                                   | 2.7   | 3.5   | 12.5  | 63.2   | 10.0                        | 2.3         |
| Not working                     | 2.0                         | 0.7                                   | 0.6   | 0.3   | 8.3   | 59.4   | 24.7                        | 3.9         |
| <b>Family well-being</b>        |                             |                                       |   |   |   |  |                             |             |
| Low                             | 2.0                         | 1.5                                   | 1.2   | 1.3   | 10.1  | 57.2   | 22.3                        | 4.4         |
| Average                         | 3.2                         | 0.8                                   | 1.5   | 3.3   | 10.9  | 64.2   | 14.8                        | 1.3         |
| High                            | 5.1                         | 1.7                                   | 3.3   | 2.0   | 11.2  | 62.8   | 11.3                        | 2.6         |

Waterpipe smokers make up 3.0% of those surveyed; as a rule, this product is consumed on a non-daily basis (0.6% daily users and 2.4% occasional users). There are more former waterpipe smokers than current ones – 7.3% among all respondents (*Chart 1.5*). Men and young people become waterpipe smokers more frequently (*Table 1.7*).

**Table 1.7. Waterpipe smoking, by socio-demographic categories**

| <i>% in a row</i>               | Currently smoke / use daily | Currently smoke / use less than daily | Currently do not smoke / use, but smoked / used daily in the past | Currently do not smoke / use, but smoked / used less than daily in the past | Never smoked / used regularly, but have tried at least once | Never tried but know / heard of such product | Never heard of this product | No response |
|---------------------------------|-----------------------------|---------------------------------------|---|---|---|--|-----------------------------|-------------|
| <b>TOTAL</b>                    | <b>0.6</b>                  | <b>2.4</b>                            | <b>1.3</b>  | <b>6.0</b>  | <b>18.3</b>   | <b>58.2</b>                                  | <b>9.6</b>                  | <b>3.5</b>  |
| <b>Sex</b>                      |                             |                                       |   |   |   |  |                             |             |
| Male                            | 1.3                         | 3.8                                   | 1.2   | 7.7   | 21.9  | 52.9   | 8.9                         | 2.3         |
| Female                          | 0.0                         | 1.2                                   | 1.4   | 4.6   | 15.3  | 62.6   | 10.3                        | 4.5         |
| <b>Age</b>                      |                             |                                       |   |   |   |  |                             |             |
| 18-29                           | 0.9                         | 10.3                                  | 3.4   | 9.4   | 23.3  | 40.4   | 7.6                         | 4.7         |
| 30-39                           | 0.6                         | 3.0                                   | 2.2   | 9.5   | 26.6  | 48.0   | 7.9                         | 2.1         |
| 40-49                           | 1.6                         | 1.5                                   | 0.9   | 11.9  | 25.8  | 48.8   | 6.2                         | 3.4         |
| 50-59                           | 0.2                         | 0.3                                   | 0.7   | 1.3   | 12.8  | 74.0   | 7.8                         | 3.0         |
| 60-69                           | 0.1                         | 0.0                                   | 0.3   | 1.0   | 10.0  | 74.2   | 10.3                        | 4.0         |
| 70+                             | 0.2                         | 0.0                                   | 0.0   | 1.1   | 6.0   | 67.4   | 20.6                        | 4.8         |
| <b>Sex-age categories</b>       |                             |                                       |   |   |   |  |                             |             |
| 18-29 – males                   | 1.5                         | 14.3                                  | 2.2   | 7.1   | 26.8  | 34.8   | 8.7                         | 4.6         |
| 18-29 – females                 | 0.0                         | 4.6                                   | 5.3   | 12.6  | 18.2  | 48.3   | 6.1                         | 4.9         |
| 30-39 – males                   | 1.1                         | 5.4                                   | 2.6   | 12.2  | 30.2  | 39.7   | 8.2                         | 0.6         |
| 30-39 – females                 | 0.2                         | 1.1                                   | 2.0   | 7.2   | 23.6  | 54.8   | 7.7                         | 3.4         |
| 40-49 – males                   | 3.1                         | 0.4                                   | 1.0   | 13.9  | 31.6  | 44.5   | 4.8                         | 0.5         |
| 40-49 – females                 | 0.0                         | 2.6                                   | 0.8   | 9.8   | 19.6  | 53.3   | 7.5                         | 6.3         |
| 50-59 – males                   | 0.4                         | 0.0                                   | 0.0   | 2.9   | 12.2  | 73.7   | 9.7                         | 1.1         |
| 50-59 – females                 | 0.0                         | 0.5                                   | 1.2   | 0.0   | 13.3  | 74.2   | 6.3                         | 4.6         |
| 60-69 – males                   | 0.4                         | 0.0                                   | 0.0   | 1.6   | 8.8   | 76.7   | 7.0                         | 5.4         |
| 60-69 – females                 | 0.0                         | 0.0                                   | 0.6   | 0.5   | 10.9  | 72.4   | 12.6                        | 3.1         |
| 70+ – males                     | 0.5                         | 0.0                                   | 0.0   | 2.7   | 8.6   | 63.9   | 21.1                        | 3.3         |
| 70+ – females                   | 0.0                         | 0.0                                   | 0.0   | 0.4   | 4.9   | 68.9   | 20.5                        | 5.4         |
| <b>Region</b>                   |                             |                                       |   |   |   |  |                             |             |
| West                            | 0.6                         | 2.1                                   | 0.7   | 6.0   | 14.5  | 59.8   | 12.0                        | 4.2         |
| Center                          | 0.8                         | 2.9                                   | 1.6   | 5.6   | 19.6  | 56.9   | 9.4                         | 3.2         |
| South                           | 0.1                         | 2.4                                   | 1.9   | 4.9   | 19.7  | 58.6   | 8.8                         | 3.6         |
| East                            | 1.4                         | 1.2                                   | 0.0   | 11.4  | 20.9  | 57.2   | 5.5                         | 2.3         |
| <b>Type of residence</b>        |                             |                                       |   |   |   |  |                             |             |
| Urban                           | 0.7                         | 2.7                                   | 1.7   | 6.0   | 20.5  | 55.9   | 9.7                         | 2.6         |
| Rural                           | 0.4                         | 1.7                                   | 0.3   | 6.1   | 13.6  | 63.0   | 9.5                         | 5.4         |
| <b>Education</b>                |                             |                                       |   |   |   |  |                             |             |
| Complete secondary or lower     | 0.0                         | 5.8                                   | 2.5   | 9.5   | 11.9  | 51.8   | 13.7                        | 4.8         |
| Vocational or secondary special | 0.7                         | 1.4                                   | 1.0   | 4.4   | 14.9  | 61.0   | 12.8                        | 3.7         |
| Higher                          | 0.6                         | 2.5                                   | 1.2   | 6.9   | 23.3  | 57.4   | 5.9                         | 2.2         |
| <b>Employment</b>               |                             |                                       |   |   |   |  |                             |             |
| Working                         | 0.7                         | 2.9                                   | 2.0   | 6.6   | 23.0  | 55.1   | 7.2                         | 2.4         |

|                          |     |     |     |     |      |      |      |     |
|--------------------------|-----|-----|-----|-----|------|------|------|-----|
| Not working              | 0.6 | 1.8 | 0.5 | 5.3 | 12.3 | 62.8 | 13.0 | 3.8 |
| <b>Family well-being</b> |     |     |     |     |      |      |      |     |
| Low                      | 0.6 | 1.0 | 0.4 | 6.2 | 11.0 | 63.5 | 12.9 | 4.5 |
| Average                  | 0.3 | 2.5 | 1.4 | 4.9 | 21.1 | 58.9 | 9.4  | 1.4 |
| High                     | 0.7 | 5.0 | 2.0 | 7.0 | 27.0 | 49.6 | 6.1  | 2.6 |

Nicotine pouches are the least known product for Ukrainians – 26.3% of those surveyed have never heard of such a product. Current consumption does not exceed the research’s margin of error (1.3%), and almost the same amount (1.1%) have already managed to give them up after more or less regular use (*Chart 1.5*). Nicotine pouches are more frequently consumed by men and young people (*Table 1.8*).

**Table 1.8. Use of nicotine pouches, by socio-demographic categories**

| <i>% in a row</i>         | Currently smoke / use daily | Currently smoke / use less than daily | Currently do not smoke / use, but smoked / used daily in the past | Currently do not smoke / use, but smoked / used less than daily in the past | Never smoked / used regularly, but have tried at least once | Never tried but know / heard of such product | Never heard of this product | No response |
|---------------------------|-----------------------------|---------------------------------------|---|---|---|--|-----------------------------|-------------|
| <b>TOTAL</b>              | <b>1.0</b>                  | <b>0.3</b>                            | <b>0.4</b>  | <b>0.7</b>  | <b>6.8</b>  | <b>61.0</b>                                  | <b>26.3</b>                 | <b>3.6</b>  |
| <b>Sex</b>                |                             |                                       |   |   |   |  |                             |             |
| Male                      | 1.8                         | 0.6                                   | 0.6   | 1.0   | 7.0   | 65.4   | 21.2                        | 2.4         |
| Female                    | 0.3                         | 0.0                                   | 0.3   | 0.4   | 6.6   | 57.3   | 30.5                        | 4.5         |
| <b>Age</b>                |                             |                                       |   |   |   |  |                             |             |
| 18-29                     | 3.8                         | 0.4                                   | 1.2   | 2.3   | 13.8  | 60.6   | 14.0                        | 4.0         |
| 30-39                     | 0.4                         | 1.0                                   | 0.2   | 0.5   | 5.6   | 68.8   | 21.3                        | 2.1         |
| 40-49                     | 1.3                         | 0.0                                   | 0.0   | 1.2   | 8.2   | 61.0   | 24.0                        | 4.3         |
| 50-59                     | 0.2                         | 0.0                                   | 1.1   | 0.2   | 5.8   | 68.9   | 20.7                        | 3.1         |
| 60-69                     | 0.5                         | 0.0                                   | 0.2   | 0.0   | 4.3   | 55.9   | 35.1                        | 3.9         |
| 70+                       | 0.2                         | 0.0                                   | 0.0   | 0.0   | 3.6   | 44.3   | 47.2                        | 4.8         |
| <b>Sex-age categories</b> |                             |                                       |   |   |   |  |                             |             |
| 18-29 – males             | 5.2                         | 0.6                                   | 2.0   | 1.7   | 11.0  | 61.2   | 13.7                        | 4.6         |
| 18-29 – females           | 1.8                         | 0.0                                   | 0.0   | 3.1   | 17.8  | 59.9   | 14.3                        | 3.1         |
| 30-39 – males             | 0.9                         | 2.2                                   | 0.0   | 1.2   | 8.0   | 72.8   | 14.2                        | 0.6         |
| 30-39 – females           | 0.0                         | 0.0                                   | 0.4   | 0.0   | 3.7   | 65.4   | 27.1                        | 3.4         |
| 40-49 – males             | 2.6                         | 0.0                                   | 0.0   | 1.8   | 7.2   | 67.0   | 20.4                        | 1.1         |
| 40-49 – females           | 0.0                         | 0.0                                   | 0.0   | 0.6   | 9.2   | 54.8   | 27.8                        | 7.6         |
| 50-59 – males             | 0.4                         | 0.0                                   | 1.3   | 0.4   | 4.3   | 67.5   | 25.0                        | 1.1         |
| 50-59 – females           | 0.0                         | 0.0                                   | 0.9   | 0.0   | 7.0   | 70.1   | 17.3                        | 4.7         |
| 60-69 – males             | 0.4                         | 0.0                                   | 0.0   | 0.0   | 4.1   | 63.1   | 27.5                        | 5.0         |
| 60-69 – females           | 0.6                         | 0.0                                   | 0.4   | 0.0   | 4.5   | 51.0   | 40.4                        | 3.2         |
| 70+ – males               | 0.5                         | 0.0                                   | 0.0   | 0.0   | 5.5   | 52.0   | 37.9                        | 4.1         |
| 70+ – females             | 0.0                         | 0.0                                   | 0.0   | 0.0   | 2.8   | 41.0   | 51.2                        | 5.0         |
| <b>Region</b>             |                             |                                       |   |   |   |  |                             |             |
| West                      | 0.4                         | 0.0                                   | 0.0   | 0.5   | 7.6   | 58.1   | 29.1                        | 4.3         |
| Center                    | 1.0                         | 0.7                                   | 0.8   | 0.8   | 6.3   | 57.9   | 28.8                        | 3.6         |
| South                     | 1.5                         | 0.0                                   | 0.3   | 1.0   | 6.1   | 67.4   | 20.6                        | 3.0         |
| East                      | 1.2                         | 0.0                                   | 0.6   | 0.0   | 7.8   | 64.9   | 23.2                        | 2.3         |

| <b>Type of residence</b>        |     |     |     |     |     |      |      |     |
|---------------------------------|-----|-----|-----|-----|-----|------|------|-----|
| Urban                           | 0.9 | 0.1 | 0.5 | 1.0 | 7.1 | 63.0 | 24.6 | 2.8 |
| Rural                           | 1.1 | 0.7 | 0.3 | 0.0 | 6.2 | 56.7 | 29.9 | 5.2 |
| <b>Education</b>                |     |     |     |     |     |      |      |     |
| Complete secondary or lower     | 0.0 | 0.0 | 0.5 | 1.3 | 5.2 | 60.5 | 27.6 | 4.8 |
| Vocational or secondary special | 1.5 | 0.0 | 0.4 | 0.6 | 7.0 | 55.4 | 31.4 | 3.8 |
| Higher                          | 0.6 | 0.6 | 0.3 | 0.6 | 7.0 | 66.8 | 22.0 | 2.1 |
| <b>Employment</b>               |     |     |     |     |     |      |      |     |
| Working                         | 0.8 | 0.4 | 0.7 | 0.6 | 7.3 | 65.3 | 22.4 | 2.5 |
| Not working                     | 1.2 | 0.1 | 0.1 | 0.7 | 6.3 | 56.2 | 31.6 | 3.7 |
| <b>Family well-being</b>        |     |     |     |     |     |      |      |     |
| Low                             | 0.7 | 0.0 | 0.4 | 0.3 | 7.6 | 52.3 | 34.5 | 4.2 |
| Average                         | 0.8 | 0.7 | 0.4 | 0.8 | 7.0 | 65.3 | 23.6 | 1.3 |
| High                            | 1.3 | 0.0 | 0.6 | 0.8 | 5.4 | 68.5 | 20.2 | 3.2 |

## **Dynamics**

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The approach to measuring tobacco and nicotine product consumption used in this research was applied in our monitoring for the first time; therefore, comparisons with previous measurements should be treated with caution and used rather to assess the general trend. Overall, the survey conducted in February 2025<sup>1</sup> showed a similar prevalence of tobacco consumption – 30.8% current users, including 27.2% daily users. Likewise, we do not observe any significant changes in the prevalence of current use for each of the researched types of products.

<sup>1</sup> <https://center-life.org/wp-content/uploads/2025/05/Consumption-of-tobacco-and-nicotine-in-Ukraine-2025.pdf>



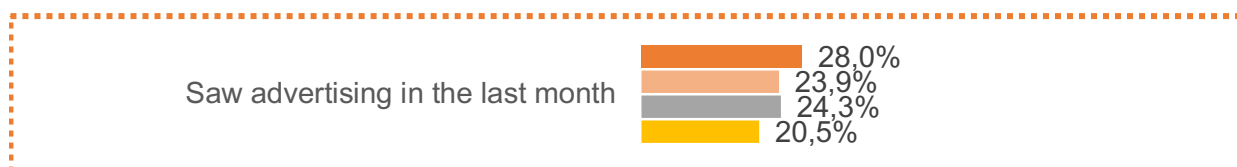
**Observation of tobacco or nicotine product advertising during the last month**

Adult population coverage by advertising messages was measured separately for four types of tobacco and nicotine products: (1) tobacco products, such as traditional cigarettes or cigarettes for heating, (2) heated tobacco products, (3) electronic cigarettes / vapes, and (4) nicotine pouches.

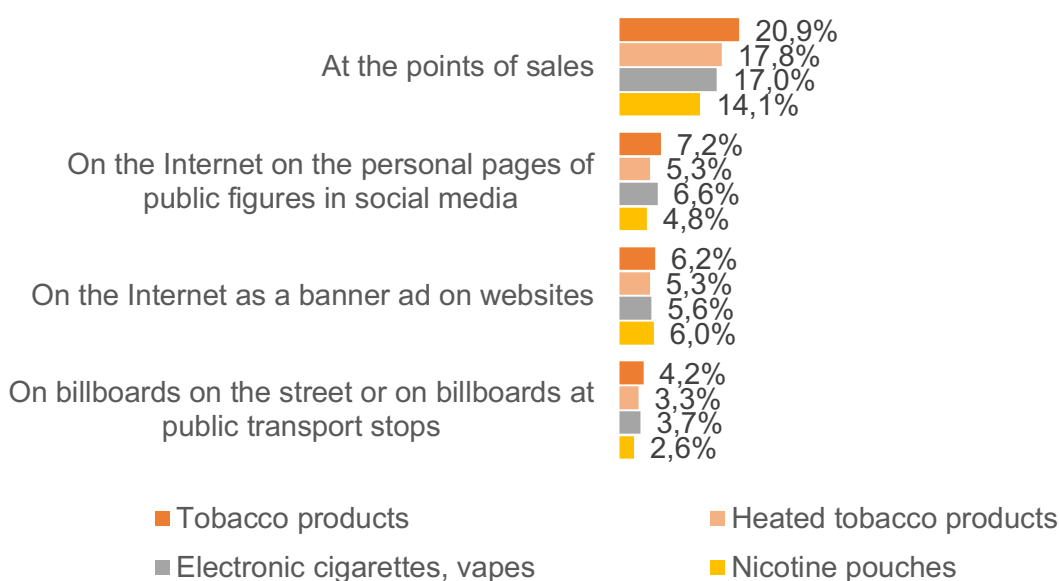
The most common is the advertising of tobacco products – 28.0% of adults in Ukraine noticed it during the month preceding the interview. Approximately 24% of respondents saw advertisements for heated tobacco products or electronic cigarettes / vapes. 20.5% of research participants encountered advertisements for nicotine pouches (Chart 2.1).

Chart 2.1

**ADVERTISING OBSERVATION THROUGHOUT THE MONTH**



**Where exactly saw:**



Question: “During the past 30 days, have you encountered any advertisements or announcements promoting the sale of [TOBACCO / NICOTINE PRODUCTS OR DEVICES] at the following places...?”

Base: all respondents; n=2001

The primary channel for delivering information that promotes the sale of any of the aforementioned products is the retail network through which the corresponding goods are distributed.

Respondents aged 18–29 noticed advertisements for any of the products included in the survey more frequently. Additionally, those who consume the corresponding products themselves respond to advertisements more often (*Tables 2.1 – 2.4*).

**Table 2.1. Encountered any advertisements or announcements promoting the sale of tobacco products – by socio-demographic categories**

| <i>% in a row</i>                | <b>% observed:</b> | <i>Sales areas</i> | <i>Social media</i> | <i>Banners on the Internet</i> | <i>Street</i> |
|----------------------------------|--------------------|--------------------|---------------------|--------------------------------|---------------|
| <b>TOTAL</b>                     | 28.0               | 20.9               | 7.2                 | 6.2                            | 4.2           |
| <b>Sex</b>                       |                    |                    |                     |                                |               |
| Male                             | 30.7               | 24.1               | 7.6                 | 7.4                            | 5.9           |
| Female                           | 25.7               | 18.3               | 6.8                 | 5.2                            | 2.8           |
| <b>Age</b>                       |                    |                    |                     |                                |               |
| 18-29                            | 54.9               | 37.8               | 13.0                | 15.8                           | 8.9           |
| 30-39                            | 34.7               | 23.9               | 12.5                | 8.0                            | 4.9           |
| 40-49                            | 30.6               | 23.9               | 7.0                 | 5.9                            | 4.3           |
| 50-59                            | 23.7               | 20.7               | 4.9                 | 4.5                            | 3.6           |
| 60-69                            | 14.0               | 11.8               | 2.1                 | 2.0                            | 1.9           |
| 70+                              | 7.6                | 5.8                | 1.3                 | 0.8                            | 1.4           |
| <b>Region</b>                    |                    |                    |                     |                                |               |
| West                             | 25.3               | 18.5               | 6.1                 | 6.5                            | 3.4           |
| Center                           | 28.5               | 20.0               | 9.1                 | 5.7                            | 3.9           |
| South                            | 32.3               | 25.6               | 6.8                 | 7.6                            | 5.9           |
| East                             | 22.4               | 19.7               | 3.5                 | 3.4                            | 2.9           |
| <b>Type of residence</b>         |                    |                    |                     |                                |               |
| Urban                            | 28.2               | 22.6               | 6.6                 | 5.3                            | 4.8           |
| Rural                            | 27.5               | 17.5               | 8.3                 | 8.2                            | 2.9           |
| <b>Education</b>                 |                    |                    |                     |                                |               |
| Complete secondary or lower      | 30.2               | 22.2               | 4.4                 | 8.9                            | 4.3           |
| Vocational or secondary special  | 22.9               | 17.9               | 4.8                 | 3.6                            | 2.9           |
| Higher                           | 32.4               | 23.4               | 10.1                | 8.0                            | 5.4           |
| <b>Employment</b>                |                    |                    |                     |                                |               |
| Working                          | 33.5               | 25.4               | 9.0                 | 8.4                            | 5.2           |
| Not working                      | 20.7               | 15.7               | 4.8                 | 3.5                            | 2.5           |
| <b>Family well-being</b>         |                    |                    |                     |                                |               |
| Low                              | 19.5               | 14.9               | 2.8                 | 4.7                            | 3.4           |
| Average                          | 33.0               | 23.7               | 7.8                 | 7.7                            | 3.1           |
| High                             | 35.1               | 27.7               | 13.4                | 7.0                            | 6.9           |
| <b>Use of tobacco / nicotine</b> |                    |                    |                     |                                |               |
| Users                            | 30.8               | 22.8               | 5.8                 | 7.4                            | 5.1           |
| Non-users                        | 26.8               | 20.2               | 7.7                 | 5.7                            | 3.8           |

**Table 2.2. Encountered any advertisements or announcements promoting the sale of tobacco heating devices – by socio-demographic categories**

| <i>% in a row</i>                | <b>%<br/>observe<br/>d:</b> | <i>Sales areas</i> | <i>Social media</i> | <i>Banners on the<br/>Internet</i> | <i>Street</i> |
|----------------------------------|-----------------------------|--------------------|---------------------|------------------------------------|---------------|
| <b>TOTAL</b>                     | 23.9                        | 17.8               | 5.3                 | 5.3                                | 3.3           |
| <b>Sex</b>                       |                             |                    |                     |                                    |               |
| Male                             | 28.1                        | 21.6               | 6.6                 | 6.7                                | 4.8           |
| Female                           | 20.4                        | 14.7               | 4.3                 | 4.1                                | 2.1           |
| <b>Age</b>                       |                             |                    |                     |                                    |               |
| 18-29                            | 43.6                        | 33.6               | 8.3                 | 10.4                               | 7.6           |
| 30-39                            | 32.7                        | 23.2               | 8.6                 | 9.2                                | 4.1           |
| 40-49                            | 25.6                        | 18.6               | 6.8                 | 4.8                                | 3.8           |
| 50-59                            | 20.3                        | 15.2               | 4.0                 | 4.3                                | 2.3           |
| 60-69                            | 11.4                        | 9.0                | 2.6                 | 1.1                                | 1.3           |
| 70+                              | 6.4                         | 5.5                | 0.0                 | 0.6                                | 0.5           |
| <b>Region</b>                    |                             |                    |                     |                                    |               |
| West                             | 18.1                        | 13.9               | 4.5                 | 5.2                                | 2.9           |
| Center                           | 26.0                        | 18.5               | 6.6                 | 5.0                                | 3.5           |
| South                            | 28.6                        | 21.3               | 5.0                 | 6.6                                | 3.5           |
| East                             | 21.0                        | 17.7               | 3.9                 | 3.4                                | 3.4           |
| <b>Type of residence</b>         |                             |                    |                     |                                    |               |
| Urban                            | 26.6                        | 20.5               | 6.0                 | 5.4                                | 4.1           |
| Rural                            | 18.3                        | 12.3               | 4.0                 | 5.2                                | 1.6           |
| <b>Education</b>                 |                             |                    |                     |                                    |               |
| Complete secondary or lower      | 23.3                        | 18.6               | 3.4                 | 4.1                                | 1.4           |
| Vocational or secondary special  | 20.3                        | 14.5               | 3.1                 | 4.6                                | 2.9           |
| Higher                           | 27.7                        | 21.0               | 8.1                 | 6.3                                | 4.0           |
| <b>Employment</b>                |                             |                    |                     |                                    |               |
| Working                          | 30.1                        | 22.2               | 7.5                 | 7.3                                | 4.2           |
| Not working                      | 16.2                        | 12.8               | 2.9                 | 2.2                                | 1.9           |
| <b>Family well-being</b>         |                             |                    |                     |                                    |               |
| Low                              | 16.1                        | 12.0               | 1.9                 | 3.2                                | 2.4           |
| Average                          | 26.5                        | 19.2               | 5.9                 | 5.9                                | 2.7           |
| High                             | 33.0                        | 26.6               | 10.0                | 6.8                                | 5.6           |
| <b>Use of tobacco / nicotine</b> |                             |                    |                     |                                    |               |
| Users                            | 26.7                        | 18.7               | 5.6                 | 6.7                                | 5.0           |
| Non-users                        | 22.8                        | 17.5               | 5.2                 | 4.7                                | 2.6           |

**Table 2.3. Encountered any advertisements or announcements promoting the sale of electronic cigarettes – by socio-demographic categories**

| <i>% in a row</i>                | <b>% observed:</b> | <i>Sales areas</i> | <i>Social media</i> | <i>Banners on the Internet</i> | <i>Street</i> |
|----------------------------------|--------------------|--------------------|---------------------|--------------------------------|---------------|
| <b>TOTAL</b>                     | 24.3               | 17.0               | 6.6                 | 5.6                            | 3.7           |
| <b>Sex</b>                       |                    |                    |                     |                                |               |
| Male                             | 26.6               | 19.6               | 8.2                 | 5.2                            | 4.6           |
| Female                           | 22.4               | 14.8               | 5.3                 | 5.9                            | 2.9           |
| <b>Age</b>                       |                    |                    |                     |                                |               |
| 18-29                            | 50.2               | 31.1               | 14.1                | 12.7                           | 6.5           |
| 30-39                            | 26.8               | 19.0               | 10.6                | 6.4                            | 3.0           |
| 40-49                            | 27.6               | 18.7               | 6.2                 | 7.4                            | 3.8           |
| 50-59                            | 20.3               | 15.1               | 4.6                 | 5.4                            | 5.9           |
| 60-69                            | 13.8               | 11.2               | 2.6                 | 1.1                            | 1.9           |
| 70+                              | 6.6                | 6.1                | 0.2                 | 0.0                            | 0.8           |
| <b>Region</b>                    |                    |                    |                     |                                |               |
| West                             | 22.2               | 14.5               | 6.3                 | 6.7                            | 3.2           |
| Center                           | 25.9               | 16.6               | 8.6                 | 4.8                            | 3.4           |
| South                            | 26.8               | 20.8               | 5.4                 | 6.3                            | 4.8           |
| East                             | 17.9               | 15.7               | 2.8                 | 3.1                            | 2.9           |
| <b>Type of residence</b>         |                    |                    |                     |                                |               |
| Urban                            | 24.3               | 18.8               | 5.7                 | 4.5                            | 4.0           |
| Rural                            | 24.3               | 13.1               | 8.5                 | 7.9                            | 2.9           |
| <b>Education</b>                 |                    |                    |                     |                                |               |
| Complete secondary or lower      | 24.4               | 15.1               | 8.4                 | 4.5                            | 2.2           |
| Vocational or secondary special  | 20.8               | 14.0               | 5.2                 | 3.9                            | 3.1           |
| Higher                           | 27.9               | 20.5               | 7.7                 | 7.5                            | 4.4           |
| <b>Employment</b>                |                    |                    |                     |                                |               |
| Working                          | 28.6               | 20.4               | 7.2                 | 8.0                            | 4.6           |
| Not working                      | 19.0               | 13.1               | 5.7                 | 2.5                            | 2.1           |
| <b>Family well-being</b>         |                    |                    |                     |                                |               |
| Low                              | 15.1               | 9.9                | 2.1                 | 3.9                            | 2.4           |
| Average                          | 31.3               | 21.1               | 9.0                 | 6.4                            | 3.7           |
| High                             | 28.8               | 23.3               | 9.1                 | 7.1                            | 5.3           |
| <b>Use of tobacco / nicotine</b> |                    |                    |                     |                                |               |
| Users                            | 25.3               | 16.7               | 8.0                 | 5.0                            | 4.5           |
| Non-users                        | 23.9               | 17.1               | 6.0                 | 5.9                            | 3.3           |

**Table 2.4. Encountered any advertisements or announcements promoting the sale of nicotine pouches – by socio-demographic categories**

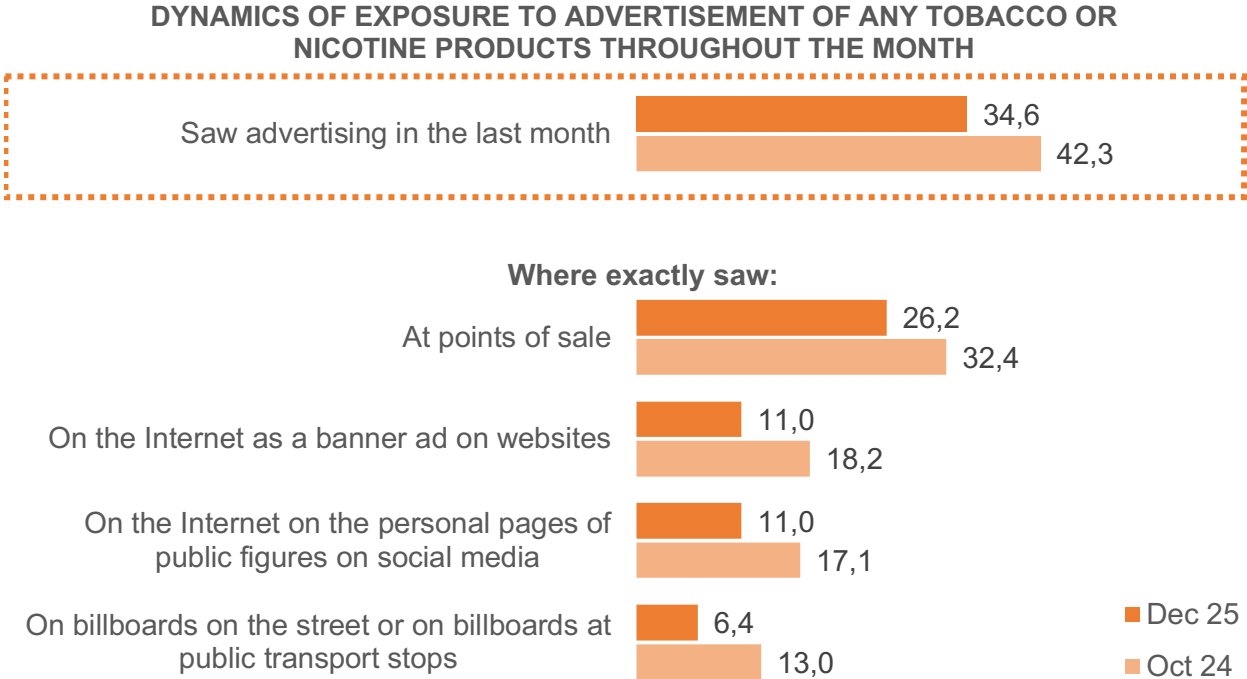
| <i>% in a row</i>                | <b>% observed:</b> | <i>Sales areas</i> | <i>Social media</i> | <i>Banners on the Internet</i> | <i>Street</i> |
|----------------------------------|--------------------|--------------------|---------------------|--------------------------------|---------------|
| <b>TOTAL</b>                     | 20.5               | 14.1               | 4.8                 | 6.0                            | 2.6           |
| <b>Sex</b>                       |                    |                    |                     |                                |               |
| Male                             | 23.0               | 17.8               | 6.3                 | 5.6                            | 2.9           |
| Female                           | 18.4               | 11.0               | 3.6                 | 6.3                            | 2.3           |
| <b>Age</b>                       |                    |                    |                     |                                |               |
| 18-29                            | 47.7               | 32.3               | 11.7                | 13.3                           | 5.4           |
| 30-39                            | 25.4               | 17.2               | 6.5                 | 9.7                            | 2.8           |
| 40-49                            | 20.0               | 13.0               | 3.7                 | 6.8                            | 4.0           |
| 50-59                            | 13.0               | 9.0                | 4.2                 | 2.8                            | 1.2           |
| 60-69                            | 10.2               | 8.0                | 2.2                 | 1.1                            | 1.4           |
| 70+                              | 6.9                | 5.5                | 0.2                 | 0.8                            | 0.6           |
| <b>Region</b>                    |                    |                    |                     |                                |               |
| West                             | 16.6               | 9.0                | 4.8                 | 7.6                            | 2.2           |
| Center                           | 22.5               | 15.8               | 4.7                 | 5.2                            | 2.4           |
| South                            | 23.8               | 17.8               | 6.1                 | 5.7                            | 3.3           |
| East                             | 15.7               | 12.7               | 1.8                 | 4.7                            | 2.4           |
| <b>Type of residence</b>         |                    |                    |                     |                                |               |
| Urban                            | 22.0               | 16.5               | 4.8                 | 5.0                            | 3.5           |
| Rural                            | 17.3               | 9.0                | 4.9                 | 8.0                            | 0.7           |
| <b>Education</b>                 |                    |                    |                     |                                |               |
| Complete secondary or lower      | 17.8               | 13.1               | 4.1                 | 3.8                            | 3.5           |
| Vocational or secondary special  | 17.3               | 11.8               | 2.5                 | 5.5                            | 1.6           |
| Higher                           | 24.1               | 16.2               | 7.2                 | 7.0                            | 3.2           |
| <b>Employment</b>                |                    |                    |                     |                                |               |
| Working                          | 24.7               | 17.4               | 5.6                 | 7.5                            | 3.0           |
| Not working                      | 15.3               | 10.3               | 3.6                 | 4.1                            | 2.1           |
| <b>Family well-being</b>         |                    |                    |                     |                                |               |
| Low                              | 14.0               | 8.7                | 2.0                 | 4.3                            | 2.0           |
| Average                          | 23.4               | 16.3               | 4.2                 | 7.0                            | 2.4           |
| High                             | 26.2               | 20.0               | 9.4                 | 6.8                            | 4.3           |
| <b>Use of tobacco / nicotine</b> |                    |                    |                     |                                |               |
| Users                            | 23.0               | 17.3               | 6.4                 | 3.6                            | 2.9           |
| Non-users                        | 19.5               | 12.8               | 4.2                 | 6.9                            | 2.5           |

The generalized indicator of exposure to tobacco and nicotine advertising was calculated based on responses regarding observed advertisements for 4 types of products.

One-third (34.6%) of respondents reported that during the month preceding the survey, they encountered advertisements or announcements that could promote the sale of any tobacco

or nicotine products. The primary advertising location is the points of sale for the respective products, where over a quarter (26.2%) of adults see tobacco or nicotine advertising every month. Internet advertising is somewhat less common – 11% of respondents recalled seeing it in the form of banner ads on websites or on personal pages of public figures on social media. Street advertising is the least noticeable, mentioned by only 6.4% of those surveyed (Chart 2.2).

Chart 2.2



Question: “During the past 30 days, have you noticed any advertisements or announcements promoting the sale of [TOBACCO / NICOTINE PRODUCTS OR DEVICES] at the following places...?”

Base: all respondents; n=2001

A comparison with the results of a similar survey conducted in September–October 2024<sup>23</sup> indicates a decrease in exposure to advertising of products from the tobacco and nicotine industry, both overall and across all potential advertising locations.

Advertising for tobacco products (including regular cigarettes and heated tobacco products) remains the most widespread, with 28.0% of respondents encountering it within the last month. At the same time, the percentage of those who saw advertisements for tobacco products themselves or heated tobacco products has decreased compared to the autumn of 2024. Exposure to electronic cigarette advertising has not undergone any changes. However, advertising of nicotine pouches continues to gain momentum: in the recent period, it was encountered by as many as 20.6% of adults, although in the autumn of 2024, only 13.6% reported doing so (compared to 9.8% in December 2023). Table 2.5 below provides a breakdown of experience depending on specific tobacco or nicotine products.

<sup>2</sup> <https://center-life.org/wp-content/uploads/2024/11/Analytical-report-Omnibus-2024.pdf>

<sup>3</sup> To ensure the comparability of results, the “in another place” alternative, which was not present in 2025, was removed from the 2024 responses.

**Table 2.5. Encountered advertising of tobacco or nicotine products in the last month (details for individual products)**

| % in column<br><i>Question wording: During the past month, have you noticed any advertisements or announcements promoting the sale of...?</i> | Tobacco products (such as cigarettes or e-cigarettes) |             | HTPs        |             | Electronic cigarettes |             | Nicotine pouches |             |
|---|---|-------------|-------------|-------------|-----------------------|-------------|------------------|-------------|
|   | Oct. 24   | Dec .25     | Oct. 24     | Dec .25     | Oct. 24               | Dec .25     | Oct. 24          | Dec .25     |
| <b>Saw advertising in the last month:</b>   | <b>34.9</b>   | <b>28.0</b> | <b>27.8</b> | <b>23.9</b> | <b>24.4</b>           | <b>24.4</b> | <b>13.6</b>      | <b>20.6</b> |
| <i>In the sales areas</i>   | 25.5  | 20.9        | 20.3        | 17.8        | 16.1                  | 17.0        | 10.2             | 14.1        |
| <i>On the Internet as a banner ad on websites</i>   | 13.8  | 6.2         | 11.2        | 5.3         | 9.7                   | 5.6         | 4.4              | 6.0         |
| <i>On the Internet on the personal pages of public figures on social media</i>  | 11.8  | 7.2         | 10.6        | 5.3         | 9.5                   | 6.6         | 4.3              | 4.8         |
| <i>On billboards on the street or on billboards at public transport stops</i>   | 9.3   | 4.2         | 7.0         | 3.3         | 5.7                   | 3.7         | 2.7              | 2.6         |
| Haven't seen any  | 58.1  | 68.2        | 64.8        | 72.4        | 67.7                  | 70.9        | 78.0             | 74.6        |
| Hard to say   | 6.9   | 3.8         | 7.5         | 3.7         | 7.9                   | 4.7         | 8.4              | 4.8         |

Despite the decrease in the percentage of those who encountered advertising, the categories of people most exposed to it traditionally remain unchanged: these are men, representatives of the youngest age group, the more educated and affluent, as well as tobacco and nicotine consumers (Table 2.6).

**Table 2.6. Encountered advertising of tobacco or nicotine products in the last month (regardless of the product type), by socio-demographic categories**

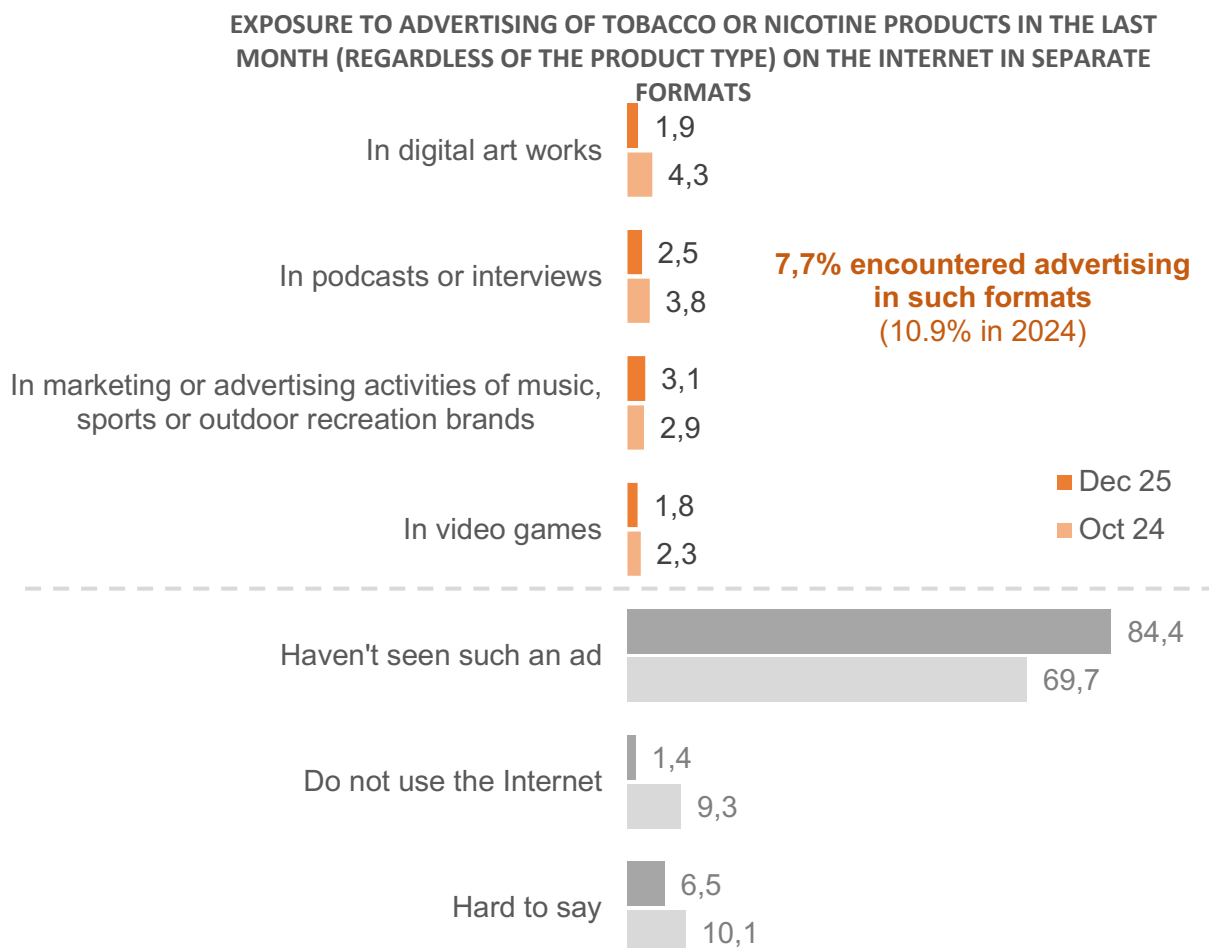
| % in a row    | % observed: | Sales areas | Banners on the Internet | Social media | Street |
|---------------|-------------|-------------|-------------------------|--------------|--------|
| <b>TOTAL</b>  | <b>34.6</b> | 26.2        | 11.0                    | 11.0         | 6.4    |
| <b>Sex</b>    |             |             |                         |              |        |
| Male          | <b>39.1</b> | 30.8        | 12.2                    | 13.4         | 8.1    |
| Female        | <b>30.8</b> | 22.5        | 10.0                    | 8.9          | 5.0    |
| <b>Age</b>    |             |             |                         |              |        |
| 18-29         | <b>66.3</b> | 47.8        | 25.4                    | 26.2         | 13.5   |
| 30-39         | <b>41.7</b> | 30.3        | 14.6                    | 13.8         | 5.8    |
| 40-49         | <b>36.8</b> | 29.2        | 10.5                    | 10.1         | 6.5    |
| 50-59         | <b>31.7</b> | 25.4        | 9.7                     | 9.0          | 8.2    |
| 60-69         | <b>18.0</b> | 14.9        | 2.7                     | 4.7          | 2.9    |
| 70+           | <b>10.4</b> | 7.8         | 1.9                     | 1.8          | 2.1    |
| <b>Region</b> |             |             |                         |              |        |
| West          | <b>31.8</b> | 22.7        | 10.8                    | 10.6         | 4.9    |

| <i>% in a row</i>                | <i>% observed:</i> | <i>Sales areas</i> | <i>Banners on the Internet</i> | <i>Social media</i> | <i>Street</i> |
|----------------------------------|--------------------|--------------------|--------------------------------|---------------------|---------------|
| Center                           | <b>34.6</b>        | 25.6               | 10.4                           | 13.0                | 5.9           |
| South                            | <b>39.1</b>        | 31.4               | 12.8                           | 10.6                | 9.2           |
| East                             | <b>30.9</b>        | 26.0               | 8.6                            | 5.0                 | 5.9           |
| <b>Type of residence</b>         |                    |                    |                                |                     |               |
| Urban                            | <b>35.4</b>        | 28.6               | 9.8                            | 10.0                | 7.3           |
| Rural                            | <b>32.9</b>        | 21.4               | 13.5                           | 13.0                | 4.7           |
| <b>Education</b>                 |                    |                    |                                |                     |               |
| Complete secondary or lower      | <b>36.4</b>        | 27.0               | 12.0                           | 9.0                 | 6.2           |
| Vocational or secondary special  | <b>29.5</b>        | 22.6               | 9.0                            | 8.5                 | 4.9           |
| Higher                           | <b>39.1</b>        | 29.5               | 12.7                           | 13.8                | 7.8           |
| <b>Employment</b>                |                    |                    |                                |                     |               |
| Working                          | <b>41.9</b>        | 32.3               | 14.1                           | 11.5                | 8.2           |
| Not working                      | <b>25.4</b>        | 19.1               | 6.6                            | 9.9                 | 4.1           |
| <b>Family well-being</b>         |                    |                    |                                |                     |               |
| Low                              | <b>22.8</b>        | 17.7               | 6.9                            | 4.9                 | 4.9           |
| Average                          | <b>41.8</b>        | 30.6               | 13.6                           | 12.9                | 6.6           |
| High                             | <b>43.4</b>        | 35.1               | 12.7                           | 17.3                | 8.8           |
| <b>Use of tobacco / nicotine</b> |                    |                    |                                |                     |               |
| Users                            | <b>38.7</b>        | 29.8               | 12.3                           | 13.5                | 8.1           |
| Non-users                        | <b>32.9</b>        | 24.8               | 10.4                           | 9.9                 | 5.8           |

## Advertising of tobacco or nicotine products on the Internet in specific formats

Additionally, respondents were asked whether they had seen advertising for any tobacco or nicotine products on the Internet in certain formats. Some 7.7% of those surveyed recalled such experiences. This indicator continues to decline – from 13% in 2023 and 11% in 2024. Audience coverage by various formats is small and differs little: 3.1% mentioned marketing or sporting activities of music, sports, or other brands; 2.5% mentioned podcasts or interviews; 1.9% mentioned digital art; and 1.8% mentioned video games (Chart 2.3).

Chart 2.3



Question: “During the past 30 days, have you noticed any advertisements or announcements promoting the sale of tobacco and nicotine products on the Internet in the following formats?”  
Base: all respondents; n=2001

Younger and employed respondents were more likely to see advertising on the Internet. The research found no significant differences in the experiences of consumers versus non-consumers (Table 2.7).

**Table 2.7. Encountered advertising of tobacco or nicotine products in the last month (regardless of the product type) on the Internet in specific formats, by socio-demographic categories**

| <i>% in a row</i>                | Music, sport, etc. | Podcasts or interviews | Digital art | Video games | Haven't seen | Do not use the Internet | Hard to say |
|----------------------------------|--------------------|------------------------|-------------|-------------|--------------|-------------------------|-------------|
| <b>TOTAL</b>                     | 3.1                | 2.5                    | 1.9         | 1.8         | 84.4         | 1.4                     | 6.4         |
| <b>Sex</b>                       |                    |                        |             |             |              |                         |             |
| Male                             | 3.5                | 2.2                    | 2.8         | 2.4         | 83.8         | 1.4                     | 6.0         |
| Female                           | 2.7                | 2.7                    | 1.2         | 1.3         | 84.9         | 1.4                     | 6.7         |
| <b>Age</b>                       |                    |                        |             |             |              |                         |             |
| 18-29                            | 5.1                | 6.7                    | 5.6         | 5.4         | 75.3         | 0.9                     | 7.0         |
| 30-39                            | 4.5                | 3.1                    | 2.3         | 1.5         | 85.3         | 0.4                     | 3.8         |
| 40-49                            | 4.0                | 1.6                    | 1.0         | 2.5         | 84.4         | 0.2                     | 7.8         |
| 50-59                            | 2.5                | 1.9                    | 2.2         | 1.4         | 84.5         | 0.8                     | 7.7         |
| 60-69                            | 1.3                | 1.8                    | 0.3         | 0.4         | 87.1         | 1.7                     | 7.6         |
| 70+                              | 0.0                | 0.0                    | 0.2         | 0.0         | 89.1         | 5.4                     | 5.3         |
| <b>Region</b>                    |                    |                        |             |             |              |                         |             |
| West                             | 2.1                | 1.4                    | 2.4         | 0.1         | 87.4         | 1.4                     | 5.9         |
| Center                           | 3.9                | 2.6                    | 2.1         | 2.7         | 81.0         | 1.6                     | 7.8         |
| South                            | 2.9                | 3.4                    | 1.0         | 2.3         | 85.1         | 1.6                     | 5.1         |
| East                             | 3.2                | 2.9                    | 2.4         | 2.3         | 87.0         | 0.0                     | 6.4         |
| <b>Type of residence</b>         |                    |                        |             |             |              |                         |             |
| Urban                            | 3.4                | 2.0                    | 2.2         | 1.8         | 83.9         | 1.4                     | 7.1         |
| Rural                            | 2.3                | 3.5                    | 1.4         | 1.9         | 85.4         | 1.3                     | 5.1         |
| <b>Education</b>                 |                    |                        |             |             |              |                         |             |
| Complete secondary or lower      | 5.4                | 5.8                    | 1.6         | 1.4         | 78.0         | 2.7                     | 6.6         |
| Vocational or secondary special  | 1.5                | 2.0                    | 0.7         | 1.5         | 87.7         | 1.0                     | 5.9         |
| Higher                           | 3.9                | 2.2                    | 3.0         | 2.2         | 83.9         | 1.2                     | 6.2         |
| <b>Employment</b>                |                    |                        |             |             |              |                         |             |
| Working                          | 4.3                | 3.1                    | 2.7         | 2.7         | 83.0         | 0.5                     | 5.8         |
| Not working                      | 1.6                | 1.7                    | 0.8         | 0.8         | 87.2         | 2.4                     | 6.2         |
| <b>Family well-being</b>         |                    |                        |             |             |              |                         |             |
| Low                              | 1.9                | 2.8                    | 1.1         | 1.3         | 85.5         | 2.3                     | 6.1         |
| Average                          | 3.3                | 2.7                    | 1.5         | 1.9         | 86.7         | 1.1                     | 4.1         |
| High                             | 4.7                | 1.2                    | 4.2         | 2.3         | 81.9         | 0.3                     | 7.7         |
| <b>Use of tobacco / nicotine</b> |                    |                        |             |             |              |                         |             |
| Users                            | 2.9                | 2.3                    | 2.5         | 2.0         | 85.8         | 1.0                     | 4.3         |
| Non-users                        | 3.1                | 2.5                    | 1.7         | 1.8         | 83.8         | 1.6                     | 7.3         |

## SECTION III. ATTITUDES TOWARD ANTI-TOBACCO MEASURES

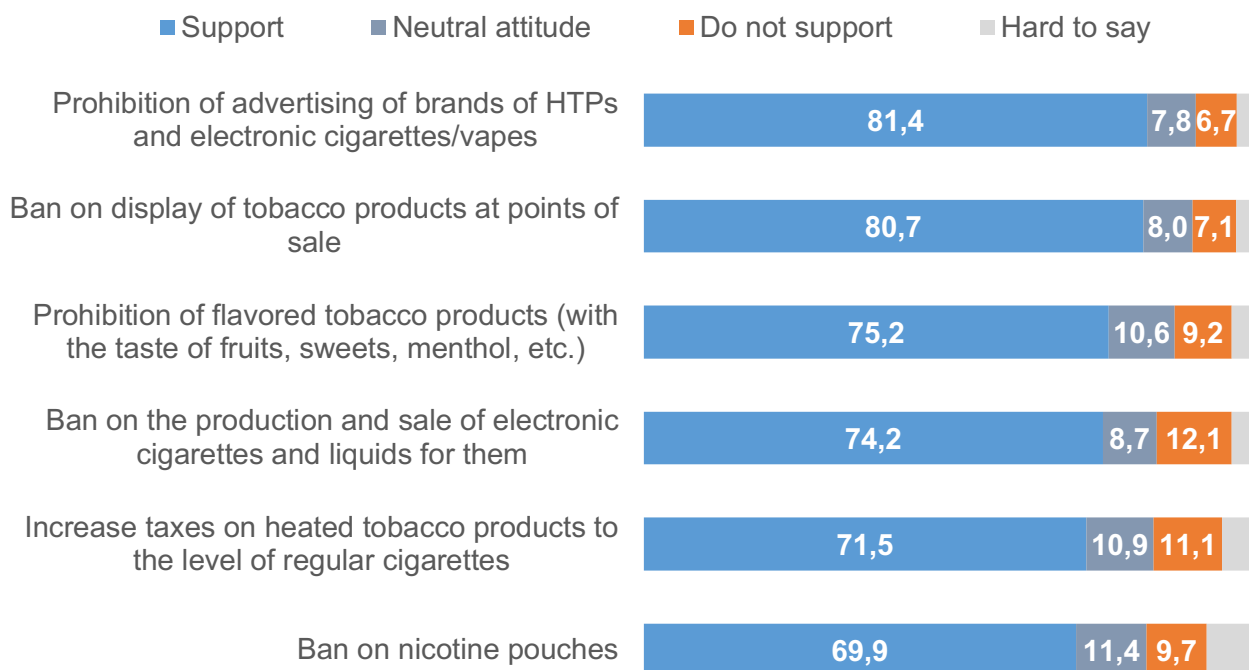


The next step in the research examined the support of the adult population for a series of legislative initiatives aimed at protecting youth and children from starting tobacco and nicotine use. The survey revealed a very high level of anti-tobacco sentiment among the population – not less than 70% supported each of the six proposed initiatives, while no more than 12% expressed opposition.

Respondents most strongly support a ban on the advertising of brands of electronic smoking devices and electronic cigarettes (81.4%), as well as a ban on the visible promotional display of product packs at points of sale (80.7%). Slightly lower support is seen for ideas to ban flavored tobacco products (75.2%) and a complete ban on the production and sale of electronic cigarettes and liquids for them (74.2%). Relatively the lowest support was received by proposals to increase taxes on heated tobacco products to the level of regular cigarettes (71.5%) and to introduce a ban on nicotine pouches (69.9%), though for these last two initiatives, the share of those who are undecided about their stance is the highest (Chart 3.1).

Chart 3.1

### ATTITUDE TOWARDS SEPARATE ANTI-TOBACCO MEASURES



Question: “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?”

Base: all respondents; n=2001

Men, the youngest respondents (age group 18–29), individuals with a general secondary education or lower, and those who themselves consume tobacco or nicotine products provide the lowest level of support for all proposed initiatives (Table 3.1).

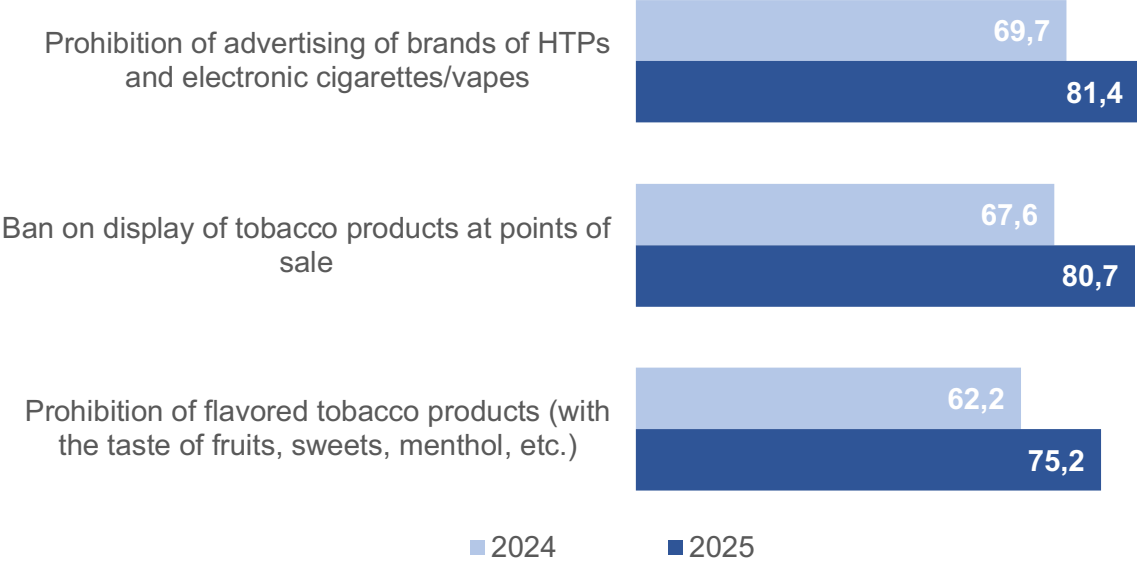
**Table 3.1. Support of separate anti-tobacco measures, by socio-demographic categories**

| <i>% of support</i>              | Prohibition of advertising brands of HTPs and electronic cigarettes | Ban on display of tobacco products at points of sale | Ban on flavored tobacco products | Ban on the production and sale of electronic cigarettes and liquids for them | Increase taxes on heated tobacco products to the level of regular cigarettes | Ban on nicotine pouches |
|----------------------------------|---|--|----------------------------------|--|--|-------------------------|
| <b>TOTAL</b>                     | <b>81.4</b>   | <b>80.7</b>  | <b>75.2</b>                      | <b>74.2</b>  | <b>71.5</b>  | <b>69.9</b>             |
| <b>Sex</b>                       |   |  |                                  |  |  |                         |
| Male                             | 77.3  | 75.7   | 70.2                             | 68.9   | 68.0   | 64.5                    |
| Female                           | 84.8  | 84.8   | 79.3                             | 78.6   | 74.4   | 74.4                    |
| <b>Age</b>                       |   |  |                                  |  |  |                         |
| 18-29                            | 64.1  | 65.8   | 59.9                             | 53.7   | 60.7   | 47.7                    |
| 30-39                            | 85.5  | 81.7   | 76.0                             | 77.5   | 70.7   | 70.6                    |
| 40-49                            | 79.9  | 81.9   | 75.1                             | 75.2   | 75.2   | 71.3                    |
| 50-59                            | 87.0  | 86.1   | 80.0                             | 74.4   | 75.0   | 73.6                    |
| 60-69                            | 86.0  | 83.6   | 78.9                             | 81.0   | 74.2   | 76.5                    |
| 70+                              | 81.9  | 82.6   | 79.0                             | 80.3   | 71.5   | 77.3                    |
| <b>Region</b>                    |   |  |                                  |  |  |                         |
| West                             | 83.8  | 83.9   | 79.3                             | 81.6   | 75.2   | 73.6                    |
| Center                           | 81.4  | 80.8   | 74.9                             | 73.3   | 74.8   | 68.9                    |
| South                            | 83.2  | 80.3   | 75.2                             | 71.2   | 67.9   | 68.3                    |
| East                             | 68.5  | 71.4   | 63.2                             | 62.7   | 56.6   | 67.0                    |
| <b>Type of residence</b>         |   |  |                                  |  |  |                         |
| Urban                            | 81.9  | 82.2   | 75.3                             | 73.5   | 71.3   | 68.8                    |
| Rural                            | 80.4  | 77.6   | 74.9                             | 75.6   | 72.0   | 72.3                    |
| <b>Education</b>                 |   |  |                                  |  |  |                         |
| Complete secondary or lower      | 68.3  | 63.4   | 58.8                             | 61.5   | 51.4   | 55.4                    |
| Vocational or secondary special  | 84.0  | 83.4   | 78.5                             | 79.3   | 73.2   | 76.3                    |
| Higher                           | 83.2  | 83.4   | 76.9                             | 73.2   | 75.9   | 68.1                    |
| <b>Employment</b>                |   |  |                                  |  |  |                         |
| Working                          | 82.7  | 82.1   | 76.2                             | 74.3   | 72.5   | 66.7                    |
| Not working                      | 80.1  | 79.4   | 74.6                             | 74.7   | 71.4   | 73.9                    |
| <b>Family well-being</b>         |   |  |                                  |  |  |                         |
| Low                              | 79.9  | 77.7   | 74.1                             | 75.4   | 66.1   | 68.6                    |
| Average                          | 83.1  | 83.2   | 79.2                             | 77.1   | 77.3   | 75.2                    |
| High                             | 86.2  | 85.8   | 75.7                             | 74.0   | 76.4   | 68.6                    |
| <b>Use of tobacco / nicotine</b> |   |  |                                  |  |  |                         |
| Users                            | 73.8  | 71.5   | 60.9                             | 60.4   | 56.1   | 55.4                    |
| Non-users                        | 84.5  | 84.5   | 81.0                             | 79.8   | 77.8   | 75.8                    |

Three of the six initiatives presented in this survey were previously evaluated by participants in a similar survey conducted in September–October 2024<sup>4</sup>. Compared to the previous results, there is an increase in support for each initiative included in both researches, though the hierarchy of initiatives receiving the most support remains unchanged (*Chart 3.2*).

*Chart 3.2*

**DYNAMICS OF SUPPORT OF SEPARATE ANTI-TOBACCO MEASURES**  
 (% of support)



*Question: “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?”*  
*Base: all respondents; n=2001*

<sup>4</sup> <https://center-life.org/wp-content/uploads/2024/11/Analytical-report-Omnibus-2024.pdf>

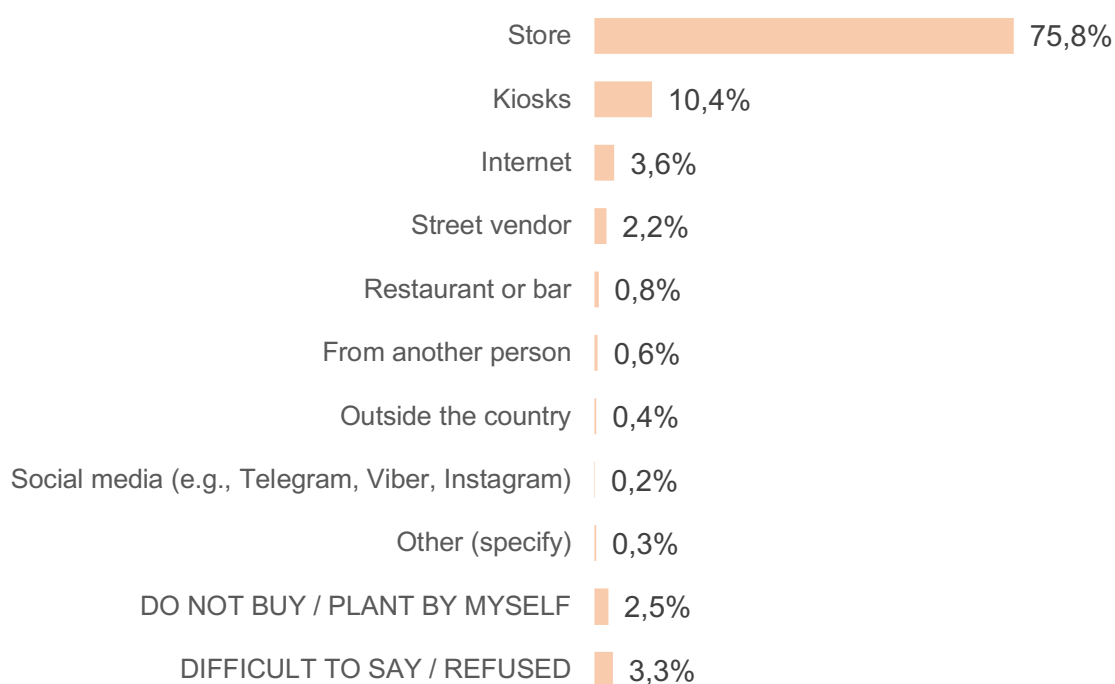
Public opinion surveys can provide indirect evidence of the prevalence of illicit trade in tobacco and nicotine products. This includes questions about the points of purchase for such products, as well as the presence or absence of an excise stamp and health warnings regarding the harmful effects of tobacco and nicotine consumption on the pack currently held by the consumer.

### Points of purchase of tobacco and nicotine products

The main points of purchase of tobacco and nicotine products for consumers are legal points of sale – shops (75.8%) and kiosks (10.4%). Online stores are used infrequently (3.6%). Street sales are an alarming signal (street trade of tobacco products is prohibited in Ukraine), although they are uncommon – 2.2% (*Chart 4.1*).

*Chart 4.1*

#### PLACE OF PURCHASE OF TOBACCO / NICOTINE PRODUCTS



*Question: "The last time you purchased tobacco / nicotine products, where did you buy them?"*

*Base: Current users of any tobacco / nicotine products; n=580*

Despite generally few differences in the behavior of various consumer groups regarding the purchase of tobacco and nicotine products, it is specifically buying from street vendors that is more characteristic of consumers with the lowest level of income (*Table 4.1*).

**Table 4.1. Points of purchase of tobacco / nicotine products, by socio-demographic categories**

| <i>% among current users of any tobacco / nicotine products in a row</i> | <b>Store</b> | <b>Kiosks</b> | <b>Internet</b> | <b>Street vendor</b> | <b>Other</b> | <b>Do not buy / plant by myself</b> |
|--|--------------|---------------|-----------------|----------------------|--------------|-------------------------------------|
| <b>TOTAL</b>   | 75.8         | 10.4          | 3.6             | 2.2                  | 2.2          | 2.5                                 |
| <b>Sex</b>   |              |               |                 |                      |              |                                     |
| Male   | 78.8         | 8.5           | 3.1             | 2.6                  | 1.4          | 2.7                                 |
| Female   | 69.8         | 14.2          | 4.6             | 1.3                  | 3.7          | 2.1                                 |
| <b>Age</b>   |              |               |                 |                      |              |                                     |
| 18-29  | 78.1         | 10.2          | 2.1             | 0.0                  | 3.7          | 0.0                                 |
| 30-39  | 79.6         | 9.0           | 4.5             | 0.0                  | 1.3          | 1.8                                 |
| 40-49  | 80.8         | 8.7           | 3.4             | 1.1                  | 1.2          | 2.9                                 |
| 50-59  | 63.9         | 12.2          | 4.6             | 9.6                  | 2.2          | 3.5                                 |
| 60-69  | 70.0         | 12.3          | 4.8             | 2.2                  | 2.9          | 7.8                                 |
| 70+  | 76.4         | 17.7          | 0.0             | 2.4                  | 3.5          | 0.0                                 |
| <b>Region</b>  |              |               |                 |                      |              |                                     |
| West   | 85.1         | 3.7           | 1.9             | 2.6                  | 1.3          | 0.0                                 |
| Center   | 74.9         | 12.6          | 3.5             | 1.4                  | 1.7          | 3.9                                 |
| South  | 69.4         | 15.1          | 4.0             | 3.5                  | 2.7          | 2.5                                 |
| East   | 76.1         | 5.1           | 6.7             | 0.0                  | 4.2          | 3.8                                 |
| <b>Type of residence</b>   |              |               |                 |                      |              |                                     |
| Urban  | 75.0         | 12.2          | 3.7             | 1.3                  | 2.9          | 2.3                                 |
| Rural  | 78.3         | 5.2           | 3.3             | 4.7                  | 0.0          | 3.2                                 |
| <b>Education</b>   |              |               |                 |                      |              |                                     |
| Complete secondary or lower  | 70.2         | 11.6          | 1.6             | 5.2                  | 1.9          | 3.6                                 |
| Vocational or secondary special  | 79.1         | 7.8           | 2.9             | 2.4                  | 1.2          | 3.7                                 |
| Higher   | 73.9         | 13.1          | 5.3             | 0.9                  | 3.4          | 0.9                                 |
| <b>Employment</b>  |              |               |                 |                      |              |                                     |
| Working  | 76.0         | 9.9           | 4.5             | 2.2                  | 2.8          | 1.7                                 |
| Not working  | 75.3         | 11.9          | 2.4             | 2.3                  | 1.3          | 4.0                                 |
| <b>Family well-being</b>   |              |               |                 |                      |              |                                     |
| Low  | 75.2         | 10.1          | 1.2             | 5.9                  | 2.1          | 3.5                                 |
| Average  | 76.0         | 13.1          | 6.1             | 0.6                  | 1.4          | 1.8                                 |
| High   | 76.5         | 8.8           | 3.8             | 0.2                  | 4.0          | 1.8                                 |

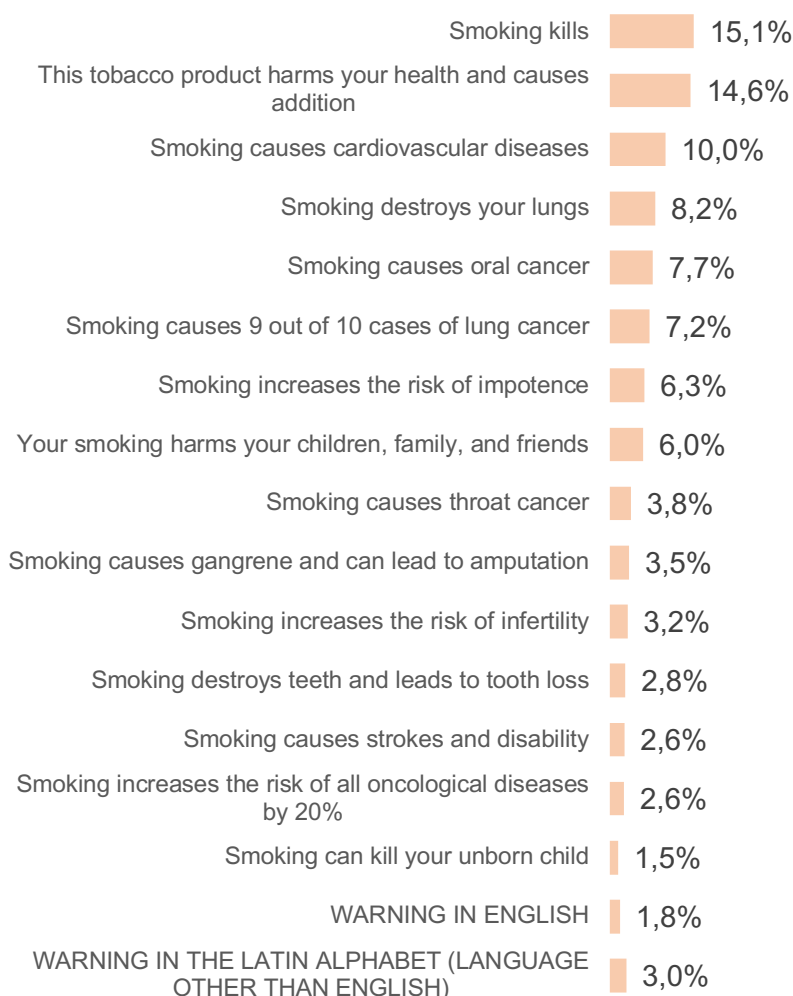
## Information on the packaging of tobacco and nicotine products

The information contained on a pack of tobacco or nicotine products – the presence and language of the health warning and the excise stamp – can indicate illicit products.

During the interview, 59.5% of tobacco and nicotine product consumers had a pack with them and agreed to read the message printed on it. The survey shows that the warnings were distributed quite unevenly; however, the absolute majority (95.2%) of packs contained one of the current health warnings in Ukrainian (*Chart 4.2*), and these data correspond with the results of previously conducted surveys<sup>5</sup>. The remaining packs contained inscriptions in English or another language using the Latin alphabet.

Chart 4.2

### HEALTH WARNINGS ON PACKS OF TOBACCO / NICOTINE PRODUCTS



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

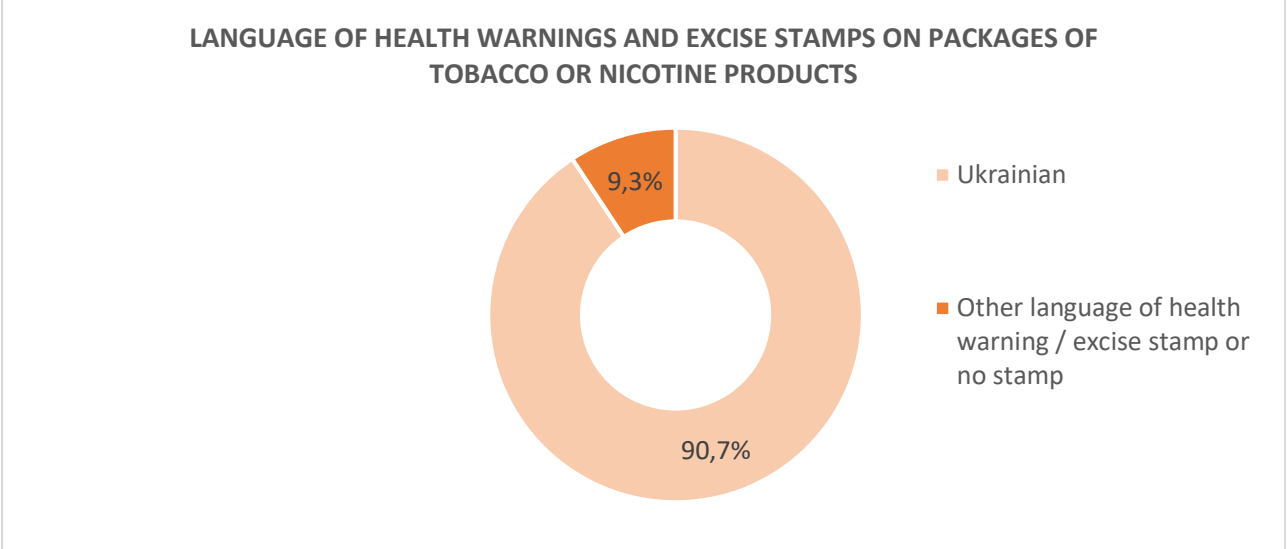
*Base: current consumers of any tobacco / nicotine products who agreed to read the inscription on the pack; n=345*

<sup>5</sup> <https://www.tobaccopreventioncessation.com/pdf-70596-10827?filename=Tobacco-smuggling-estimati.pdf>

Moreover, the vast majority of consumers who had a pack with them (89.5%) saw an excise stamp on it with inscriptions in Ukrainian; another 3.7% saw one in another language, and 2.0% of the packs had no excise stamp at all.

In total, 90.7% of all packs held by consumers during the interview contained both a health warning and an excise stamp with inscriptions in Ukrainian (Chart 4.3).

Chart 4.3



## APPENDIX A. SOCIO-DEMOGRAPHIC PROFILE OF SPECIFIC RESPONDENT CATEGORIES



**Table A1. Profile of all respondents incl. by the status of consumption of tobacco and nicotine products**

| <i>% in a column</i>            | Total sample | Current users | Former users | Non-users   | Unknown status |
|---------------------------------|--------------|---------------|--------------|-------------|----------------|
| <b>Number of respondents</b>    | <b>2001</b>  | <b>580</b>    | <b>260</b>   | <b>1096</b> | <b>65</b>      |
| <b>Margin of error</b>          | <b>2.9</b>   | <b>5.4</b>    | <b>8.1</b>   | <b>3.9</b>  | <b>16.1</b>    |
| <b>Sex</b>                      |              |               |              |             |                |
| Male                            | 45.3         | 67.2          | 59.3         | 31.4        | 29.7           |
| Female                          | 54.7         | 32.8          | 40.7         | 68.6        | 70.3           |
| <b>Age</b>                      |              |               |              |             |                |
| 18-29                           | 13.8         | 21.2          | 16.2         | 9.1         | 15.5           |
| 30-39                           | 22.2         | 24.9          | 18.8         | 22.0        | 13.4           |
| 40-49                           | 17.9         | 22.8          | 23.4         | 13.9        | 19.6           |
| 50-59                           | 17.1         | 16.4          | 15.0         | 18.1        | 15.6           |
| 60-69                           | 15.5         | 10.6          | 13.0         | 18.6        | 16.0           |
| 70+                             | 13.5         | 4.0           | 13.5         | 18.2        | 19.9           |
| <b>Region</b>                   |              |               |              |             |                |
| West                            | 28.8         | 24.6          | 28.2         | 30.9        | 34.6           |
| Center                          | 36.9         | 33.1          | 41.3         | 37.9        | 37.4           |
| South                           | 25.3         | 31.1          | 21.2         | 23.3        | 21.4           |
| East                            | 9.0          | 11.2          | 9.3          | 7.9         | 6.6            |
| <b>Type of residence</b>        |              |               |              |             |                |
| Rural                           | 32.3         | 25.6          | 33.6         | 34.5        | 47.4           |
| UTV / town up to 20K            | 7.8          | 8.3           | 5.8          | 8.2         | 4.6            |
| Town 20-99K                     | 8.0          | 6.4           | 9.1          | 8.6         | 9.8            |
| City 100K and more              | 51.9         | 59.7          | 51.5         | 48.7        | 38.1           |
| <b>Education</b>                |              |               |              |             |                |
| Complete secondary or lower     | 11.5         | 16.0          | 8.7          | 9.5         | 17.6           |
| Vocational or secondary special | 43.0         | 42.6          | 38.8         | 43.8        | 49.6           |
| Higher                          | 45.5         | 41.4          | 52.4         | 46.7        | 32.8           |
| <b>Employment</b>               |              |               |              |             |                |
| Working                         | 55.4         | 63.3          | 61.4         | 50.4        | 46.0           |
| Not working                     | 44.6         | 36.7          | 38.6         | 49.6        | 54.0           |
| <b>Family well-being</b>        |              |               |              |             |                |
| Low                             | 37.4         | 34.0          | 32.9         | 39.2        | 58.4           |
| Average                         | 39.4         | 40.6          | 41.5         | 39.5        | 16.7           |
| High                            | 23.2         | 25.4          | 25.6         | 21.3        | 24.9           |
| <b>IDP status</b>               |              |               |              |             |                |
| IDP                             | 8.3          | 10.5          | 7.8          | 7.3         | 9.0            |
| Non-IDP                         | 91.7         | 89.5          | 92.2         | 92.7        | 91.0           |

**Table A2. Profile of respondents by sex and age**

| 100% in a column                | Gender     |             | Age        |            |            |            |            |            |
|---------------------------------|------------|-------------|------------|------------|------------|------------|------------|------------|
|                                 | Male       | Female      | 18-29      | 30-39      | 40-49      | 50-59      | 60-69      | 70+        |
| <b>Number of respondents</b>    | <b>907</b> | <b>1094</b> | <b>275</b> | <b>443</b> | <b>359</b> | <b>343</b> | <b>310</b> | <b>271</b> |
| <b>Margin of error</b>          | <b>4.3</b> | <b>3.9</b>  | <b>7.8</b> | <b>6.2</b> | <b>6.9</b> | <b>7.0</b> | <b>7.4</b> | <b>7.9</b> |
| <b>Sex</b>                      |            |             |            |            |            |            |            |            |
| Male                            | ---        | ---         | 58.7       | 45.1       | 51.3       | 44.2       | 41.1       | 30.3       |
| Female                          | ---        | ---         | 41.3       | 54.9       | 48.7       | 55.8       | 58.9       | 69.7       |
| <b>Age</b>                      |            |             |            |            |            |            |            |            |
| 18-29                           | 17.8       | 10.4        | ---        | ---        | ---        | ---        | ---        | ---        |
| 30-39                           | 22.1       | 22.2        | ---        | ---        | ---        | ---        | ---        | ---        |
| 40-49                           | 20.3       | 16.0        | ---        | ---        | ---        | ---        | ---        | ---        |
| 50-59                           | 16.7       | 17.5        | ---        | ---        | ---        | ---        | ---        | ---        |
| 60-69                           | 14.0       | 16.7        | ---        | ---        | ---        | ---        | ---        | ---        |
| 70+                             | 9.0        | 17.3        | ---        | ---        | ---        | ---        | ---        | ---        |
| <b>Region</b>                   |            |             |            |            |            |            |            |            |
| West                            | 29.8       | 28.0        | 33.9       | 30.2       | 27.8       | 27.7       | 27.8       | 25.4       |
| Center                          | 35.7       | 37.9        | 34.6       | 38.7       | 36.3       | 35.2       | 38.5       | 37.7       |
| South                           | 24.9       | 25.5        | 23.5       | 26.2       | 22.8       | 27.4       | 24.5       | 27.1       |
| East                            | 9.5        | 8.6         | 8.1        | 4.9        | 13.2       | 9.7        | 9.3        | 9.8        |
| <b>Type of residence</b>        |            |             |            |            |            |            |            |            |
| Rural                           | 33.4       | 31.3        | 27.2       | 32.8       | 30.1       | 36.2       | 32.1       | 34.9       |
| UTV / town up to 20K            | 7.5        | 8.1         | 6.7        | 8.6        | 5.9        | 6.8        | 9.2        | 9.6        |
| Town 20-99K                     | 7.3        | 8.7         | 4.7        | 8.5        | 6.8        | 7.9        | 9.5        | 10.8       |
| City 100K and more              | 51.8       | 51.9        | 61.4       | 50.1       | 57.2       | 49.1       | 49.3       | 44.6       |
| <b>Education</b>                |            |             |            |            |            |            |            |            |
| Complete secondary or lower     | 12.8       | 10.5        | 21.5       | 9.0        | 11.7       | 10.2       | 8.3        | 10.8       |
| Vocational or secondary special | 40.8       | 44.8        | 27.3       | 34.4       | 40.5       | 52.4       | 53.5       | 52.3       |
| Higher                          | 46.3       | 44.8        | 51.3       | 56.6       | 47.8       | 37.4       | 38.2       | 36.9       |
| <b>Employment</b>               |            |             |            |            |            |            |            |            |
| Working                         | 63.8       | 48.5        | 65.4       | 76.1       | 80.1       | 68.3       | 21.7       | 2.5        |
| Not working                     | 36.2       | 51.5        | 34.6       | 23.9       | 19.9       | 31.7       | 78.3       | 97.5       |
| <b>Family well-being</b>        |            |             |            |            |            |            |            |            |
| Low                             | 29.3       | 43.9        | 17.1       | 26.7       | 32.2       | 33.3       | 52.0       | 69.3       |
| Average                         | 38.1       | 40.5        | 47.2       | 44.5       | 39.2       | 44.1       | 34.1       | 24.2       |
| High                            | 32.7       | 15.6        | 35.7       | 28.7       | 28.6       | 22.6       | 13.8       | 6.5        |
| <b>IDP status</b>               |            |             |            |            |            |            |            |            |
| IDP                             | 7.8        | 8.8         | 6.0        | 11.7       | 8.1        | 6.1        | 8.6        | 7.9        |
| Non-IDP                         | 92.2       | 91.2        | 94.0       | 88.3       | 91.9       | 93.9       | 91.4       | 92.1       |

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

| 100% in a column                | Region     |            |            |            | Type of residence |                      |             |                    |
|---------------------------------|------------|------------|------------|------------|-------------------|----------------------|-------------|--------------------|
|                                 | West       | Center     | South      | East       | Rural             | UTV / town up to 20K | Town 20-99K | City 100K and more |
| <b>Number of respondents</b>    | <b>577</b> | <b>739</b> | <b>505</b> | <b>180</b> | <b>646</b>        | <b>156</b>           | <b>161</b>  | <b>1038</b>        |
| <b>Margin of error</b>          | <b>5.4</b> | <b>4.8</b> | <b>5.8</b> | <b>9.7</b> | <b>5.1</b>        | <b>10.4</b>          | <b>10.2</b> | <b>4.0</b>         |
| <b>Sex</b>                      |            |            |            |            |                   |                      |             |                    |
| Male                            | 46.9       | 43.8       | 44.7       | 47.8       | 46.9              | 43.4                 | 41.1        | 45.3               |
| Female                          | 53.1       | 56.2       | 55.3       | 52.2       | 53.1              | 56.6                 | 58.9        | 54.7               |
| <b>Age</b>                      |            |            |            |            |                   |                      |             |                    |
| 18-29                           | 16.2       | 12.9       | 12.8       | 12.4       | 11.6              | 11.8                 | 8.0         | 16.3               |
| 30-39                           | 23.2       | 23.2       | 22.9       | 12.2       | 22.5              | 24.6                 | 23.4        | 21.4               |
| 40-49                           | 17.3       | 17.6       | 16.2       | 26.2       | 16.7              | 13.6                 | 15.2        | 19.8               |
| 50-59                           | 16.5       | 16.3       | 18.6       | 18.5       | 19.2              | 15.1                 | 16.8        | 16.2               |
| 60-69                           | 14.9       | 16.1       | 15.0       | 15.9       | 15.4              | 18.3                 | 18.2        | 14.7               |
| 70+                             | 11.9       | 13.8       | 14.5       | 14.8       | 14.6              | 16.7                 | 18.2        | 11.6               |
| <b>Region</b>                   |            |            |            |            |                   |                      |             |                    |
| West                            | ---        | ---        | ---        | ---        | 44.3              | 24.4                 | 24.1        | 20.6               |
| Center                          | ---        | ---        | ---        | ---        | 33.4              | 40.6                 | 48.7        | 36.8               |
| South                           | ---        | ---        | ---        | ---        | 18.3              | 24.5                 | 15.3        | 31.3               |
| East                            | ---        | ---        | ---        | ---        | 4.1               | 10.6                 | 11.9        | 11.4               |
| <b>Type of residence</b>        |            |            |            |            |                   |                      |             |                    |
| Rural                           | 49.6       | 29.2       | 23.3       | 14.6       | ---               | ---                  | ---         | ---                |
| UTV / town up to 20K            | 6.6        | 8.6        | 7.5        | 9.2        | ---               | ---                  | ---         | ---                |
| Town 20-99K                     | 6.7        | 10.6       | 4.9        | 10.7       | ---               | ---                  | ---         | ---                |
| City 100K and more              | 37.0       | 51.7       | 64.3       | 65.5       | ---               | ---                  | ---         | ---                |
| <b>Education</b>                |            |            |            |            |                   |                      |             |                    |
| Complete secondary or lower     | 11.4       | 11.7       | 10.2       | 14.7       | 16.0              | 11.2                 | 12.6        | 8.6                |
| Vocational or secondary special | 47.1       | 36.7       | 47.4       | 43.3       | 50.8              | 49.0                 | 40.6        | 37.6               |
| Higher                          | 41.5       | 51.6       | 42.4       | 41.9       | 33.2              | 39.8                 | 46.9        | 53.9               |
| <b>Employment</b>               |            |            |            |            |                   |                      |             |                    |
| Working                         | 55.0       | 56.2       | 53.8       | 57.8       | 47.1              | 49.4                 | 50.6        | 62.3               |
| Not working                     | 45.0       | 43.8       | 46.2       | 42.2       | 52.9              | 50.6                 | 49.4        | 37.7               |
| <b>Family well-being</b>        |            |            |            |            |                   |                      |             |                    |
| Low                             | 36.1       | 34.1       | 40.9       | 45.4       | 38.4              | 40.7                 | 42.8        | 35.5               |
| Average                         | 37.9       | 42.0       | 39.8       | 32.5       | 41.6              | 36.3                 | 39.3        | 38.6               |
| High                            | 26.0       | 23.9       | 19.3       | 22.1       | 20.0              | 23.0                 | 17.9        | 26.0               |
| <b>IDP status</b>               |            |            |            |            |                   |                      |             |                    |
| IDP                             | 5.9        | 8.7        | 10.3       | 9.0        | 2.8               | 16.3                 | 10.4        | 10.3               |
| Non-IDP                         | 94.1       | 91.3       | 89.7       | 91.0       | 97.2              | 83.7                 | 89.6        | 89.7               |

**Table A4. Profile of respondents by education and employment**

| <i>100% in a column</i>         | Education                   |                                 |            | Employment  |             |
|---------------------------------|-----------------------------|---------------------------------|------------|-------------|-------------|
|                                 | Complete secondary or lower | Vocational or secondary special | Higher     | Working     | Not working |
| <b>Number of respondents</b>    | <b>227</b>                  | <b>848</b>                      | <b>897</b> | <b>1087</b> | <b>875</b>  |
| <b>Margin of error</b>          | <b>8.6</b>                  | <b>4.5</b>                      | <b>4.3</b> | <b>3.9</b>  | <b>4.4</b>  |
| <b>Sex</b>                      |                             |                                 |            |             |             |
| Male                            | 50.0                        | 42.6                            | 45.7       | 51.6        | 36.4        |
| Female                          | 50.0                        | 57.4                            | 54.3       | 48.4        | 63.6        |
| <b>Age</b>                      |                             |                                 |            |             |             |
| 18-29                           | 25.5                        | 8.7                             | 15.4       | 15.5        | 10.2        |
| 30-39                           | 17.4                        | 17.9                            | 27.8       | 30.5        | 11.9        |
| 40-49                           | 18.2                        | 16.8                            | 18.7       | 25.9        | 8.0         |
| 50-59                           | 15.1                        | 20.8                            | 14.0       | 21.3        | 12.3        |
| 60-69                           | 11.2                        | 19.3                            | 13.0       | 6.1         | 27.6        |
| 70+                             | 12.7                        | 16.6                            | 11.0       | 0.6         | 30.0        |
| <b>Region</b>                   |                             |                                 |            |             |             |
| West                            | 28.5                        | 31.5                            | 26.3       | 28.2        | 28.7        |
| Center                          | 37.6                        | 31.5                            | 41.9       | 37.6        | 36.4        |
| South                           | 22.5                        | 27.9                            | 23.6       | 24.7        | 26.3        |
| East                            | 11.4                        | 9.0                             | 8.2        | 9.4         | 8.6         |
| <b>Type of residence</b>        |                             |                                 |            |             |             |
| Rural                           | 45.1                        | 38.4                            | 23.8       | 27.5        | 38.5        |
| UTV / town up to 20K            | 7.6                         | 9.0                             | 6.9        | 7.1         | 9.0         |
| Town 20-99K                     | 8.8                         | 7.6                             | 8.3        | 7.3         | 8.9         |
| City 100K and more              | 38.5                        | 45.0                            | 61.1       | 58.0        | 43.6        |
| <b>Education</b>                |                             |                                 |            |             |             |
| Complete secondary or lower     | ---                         | ---                             | ---        | 9.1         | 14.3        |
| Vocational or secondary special | ---                         | ---                             | ---        | 36.2        | 51.4        |
| Higher                          | ---                         | ---                             | ---        | 54.8        | 34.3        |
| <b>Employment</b>               |                             |                                 |            |             |             |
| Working                         | 44.1                        | 46.7                            | 66.5       | ---         | ---         |
| Not working                     | 55.9                        | 53.3                            | 33.5       | ---         | ---         |
| <b>Family well-being</b>        |                             |                                 |            |             |             |
| Low                             | 54.6                        | 47.0                            | 24.1       | 24.8        | 53.0        |
| Average                         | 31.6                        | 39.3                            | 41.5       | 42.7        | 35.2        |
| High                            | 13.7                        | 13.7                            | 34.4       | 32.6        | 11.9        |
| <b>IDP status</b>               |                             |                                 |            |             |             |
| IDP                             | 5.2                         | 8.7                             | 8.9        | 7.8         | 9.2         |
| Non-IDP                         | 94.8                        | 91.3                            | 91.1       | 92.2        | 90.8        |

**Table A5. Profile of respondents by family well-being and IDP status**

| <i>100% in a column</i>         | Wellbeing  |            |            | IDP status  |             |
|---------------------------------|------------|------------|------------|-------------|-------------|
|                                 | Low        | Average    | High       | IDP         | Non-IDP     |
| <b>Number of respondents</b>    | <b>712</b> | <b>750</b> | <b>441</b> | <b>167</b>  | <b>1834</b> |
| <b>Margin of error</b>          | <b>4.9</b> | <b>4.7</b> | <b>6.2</b> | <b>10.1</b> | <b>3.0</b>  |
| <b>Sex</b>                      |            |            |            |             |             |
| Male                            | 34.8       | 42.8       | 62.6       | 42.5        | 45.6        |
| Female                          | 65.2       | 57.2       | 37.4       | 57.5        | 54.4        |
| <b>Age</b>                      |            |            |            |             |             |
| 18-29                           | 5.9        | 15.4       | 19.8       | 9.9         | 14.1        |
| 30-39                           | 16.0       | 25.3       | 27.8       | 31.2        | 21.3        |
| 40-49                           | 15.5       | 17.9       | 22.2       | 17.4        | 18.0        |
| 50-59                           | 15.4       | 19.4       | 17.0       | 12.6        | 17.6        |
| 60-69                           | 21.9       | 13.6       | 9.4        | 16.0        | 15.4        |
| 70+                             | 25.3       | 8.4        | 3.8        | 12.9        | 13.6        |
| <b>Region</b>                   |            |            |            |             |             |
| West                            | 28.1       | 28.0       | 32.6       | 20.4        | 29.6        |
| Center                          | 33.6       | 39.3       | 38.0       | 38.8        | 36.8        |
| South                           | 27.5       | 25.4       | 20.9       | 31.1        | 24.7        |
| East                            | 10.8       | 7.3        | 8.5        | 9.7         | 8.9         |
| <b>Type of residence</b>        |            |            |            |             |             |
| Rural                           | 33.4       | 34.4       | 28.2       | 10.7        | 34.2        |
| UTV / town up to 20K            | 8.8        | 7.4        | 8.0        | 15.2        | 7.1         |
| Town 20-99K                     | 9.0        | 7.8        | 6.1        | 10.1        | 7.9         |
| City 100K and more              | 48.9       | 50.4       | 57.8       | 64.0        | 50.8        |
| <b>Education</b>                |            |            |            |             |             |
| Complete secondary or lower     | 16.1       | 8.8        | 6.5        | 7.1         | 11.9        |
| Vocational or secondary special | 54.3       | 42.9       | 25.4       | 44.6        | 42.9        |
| Higher                          | 29.6       | 48.3       | 68.1       | 48.3        | 45.2        |
| <b>Employment</b>               |            |            |            |             |             |
| Working                         | 36.6       | 59.9       | 77.2       | 51.3        | 55.8        |
| Not working                     | 63.4       | 40.1       | 22.8       | 48.7        | 44.2        |
| <b>Family well-being</b>        |            |            |            |             |             |
| Low                             | ---        | ---        | ---        | 41.2        | 37.1        |
| Average                         | ---        | ---        | ---        | 41.9        | 39.2        |
| High                            | ---        | ---        | ---        | 16.8        | 23.7        |
| <b>IDP status</b>               |            |            |            |             |             |
| IDP                             | 9.2        | 8.9        | 6.1        | ---         | ---         |
| Non-IDP                         | 90.8       | 91.1       | 93.9       | ---         | ---         |