

Survey among Dutch vapers after flavour ban implementation on January 1, 2024

Conducted by Acvoda Foundation - consumer organization founded by a group of electronic cigarette users (vapers). Acvoda Foundation represents the interests of vapers in the Netherlands. August 2024

<https://acvoda.nl/overacvoda/>

Demographics:

Total number of respondents: N=907

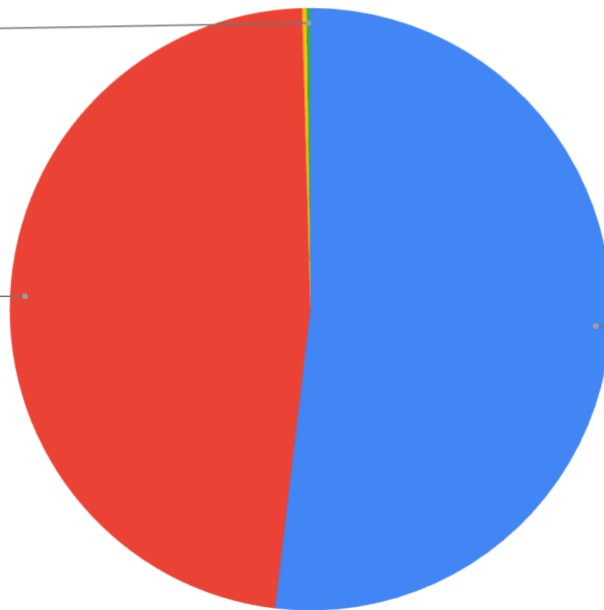
Average age: 52

What is your gender?

I would rather not say
0,2%

Female
47,7%

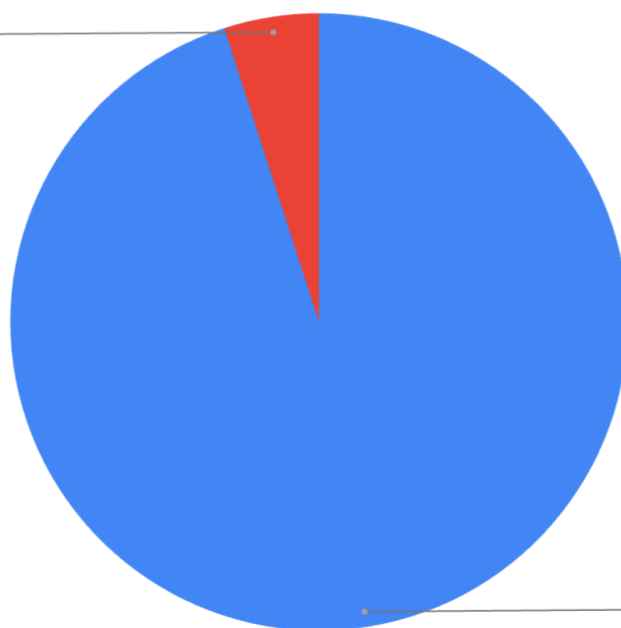
Male
51,9%



Do you currently use e-cigarettes?

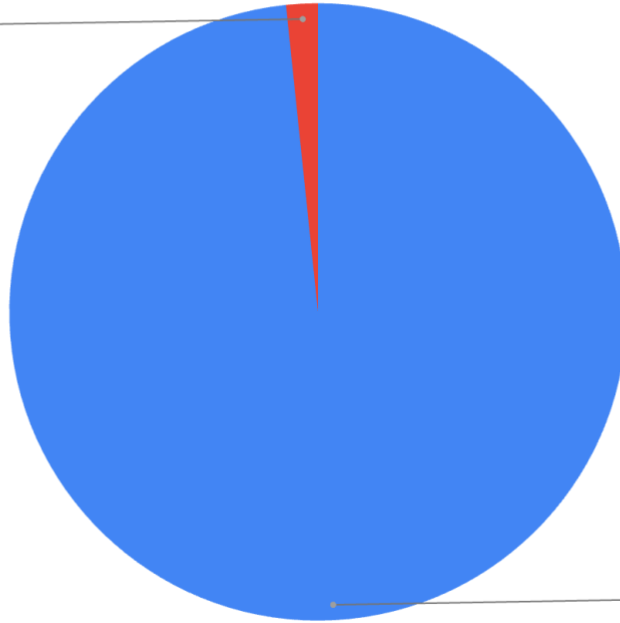
No
5,0%

Yes
95,0%



Did you smoke before you used e-cigarettes?

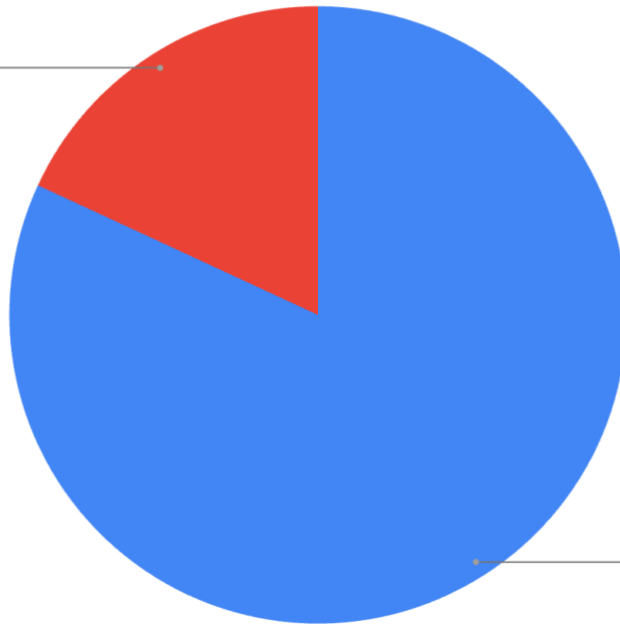
No
1,7%



Yes
98,3%

Do you still smoke tobacco cigarettes next to your use of e-cigarettes?

Yes
18,1%

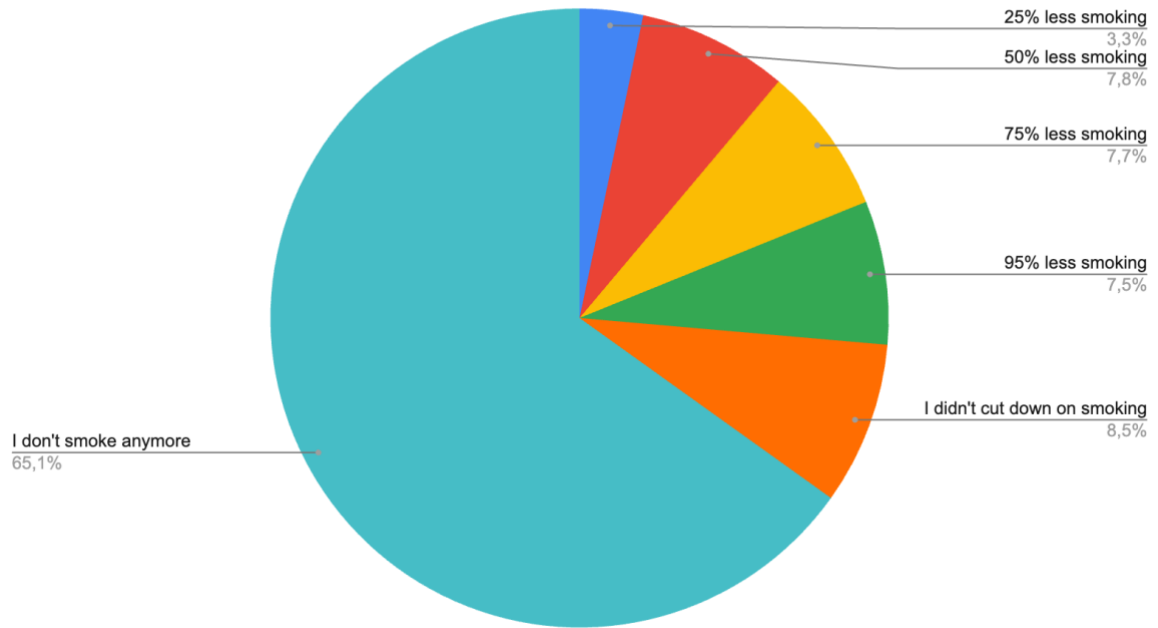


No
81,9%

If you still smoke tobacco cigarettes, can you tell us why you haven't quit?

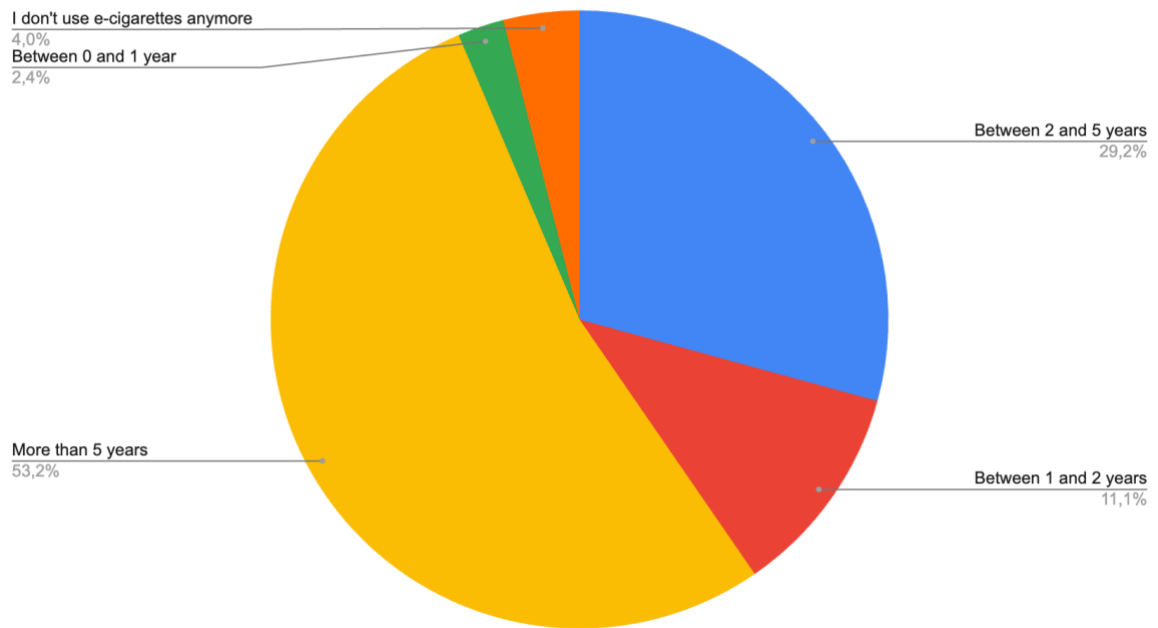
- It is soothing and I am addicted
- Do not want to quit
- No e-cigarettes for sale anymore, fell back to smoking because of the rules
- Have started smoking again because of the disappearance of flavours and the new "tobacco flavour" in e-cigarettes
- It just tastes good
- I do it occasionally
- Cigarettes are more readily available than e-cigarettes

If yes. How much did you cut down on smoking cigarettes?

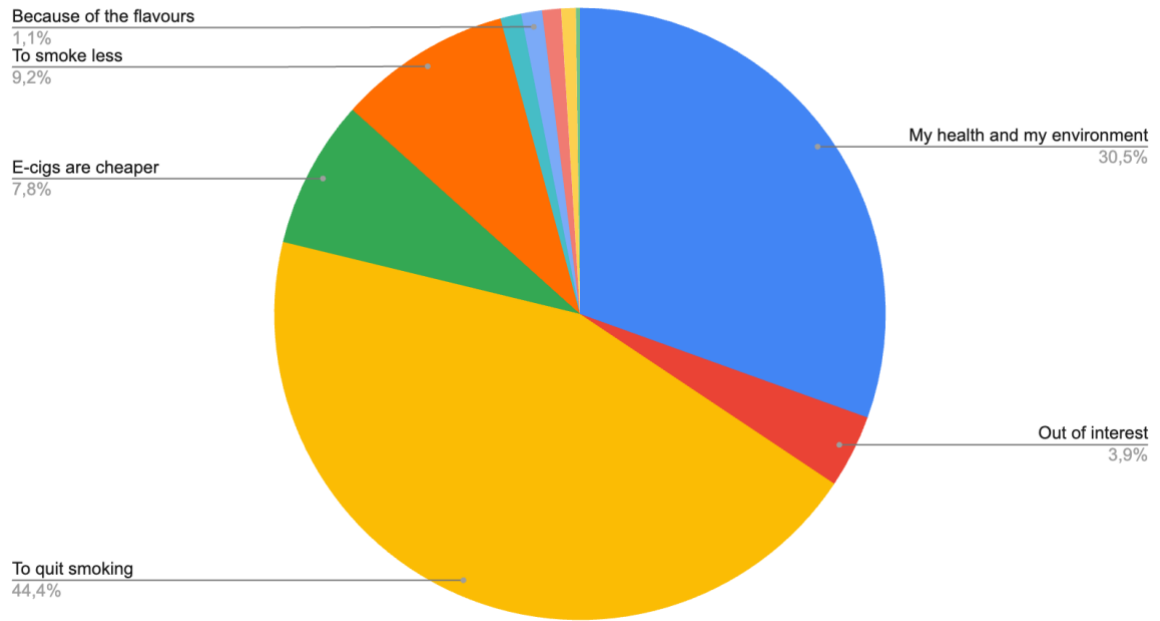


After switching to the e-cigarette, a large proportion of smokers either quit smoking completely or smoke far fewer cigarettes than before.

How long have you been using e-cigarettes?

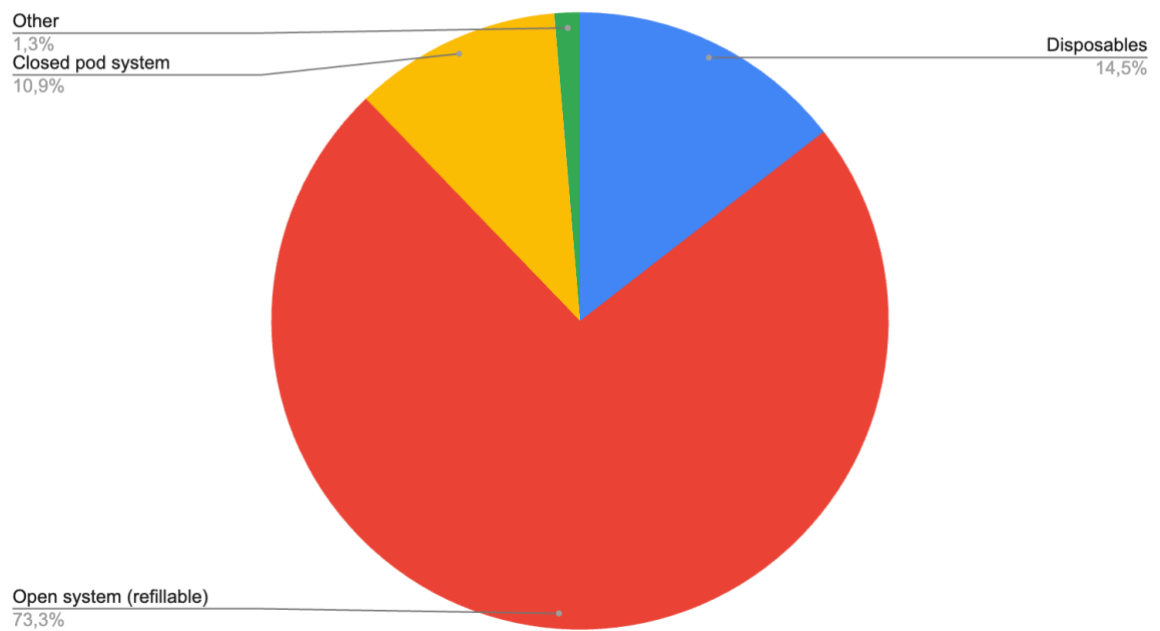


Why did you (ever) start using the e-cigarette? Choose what fits best.

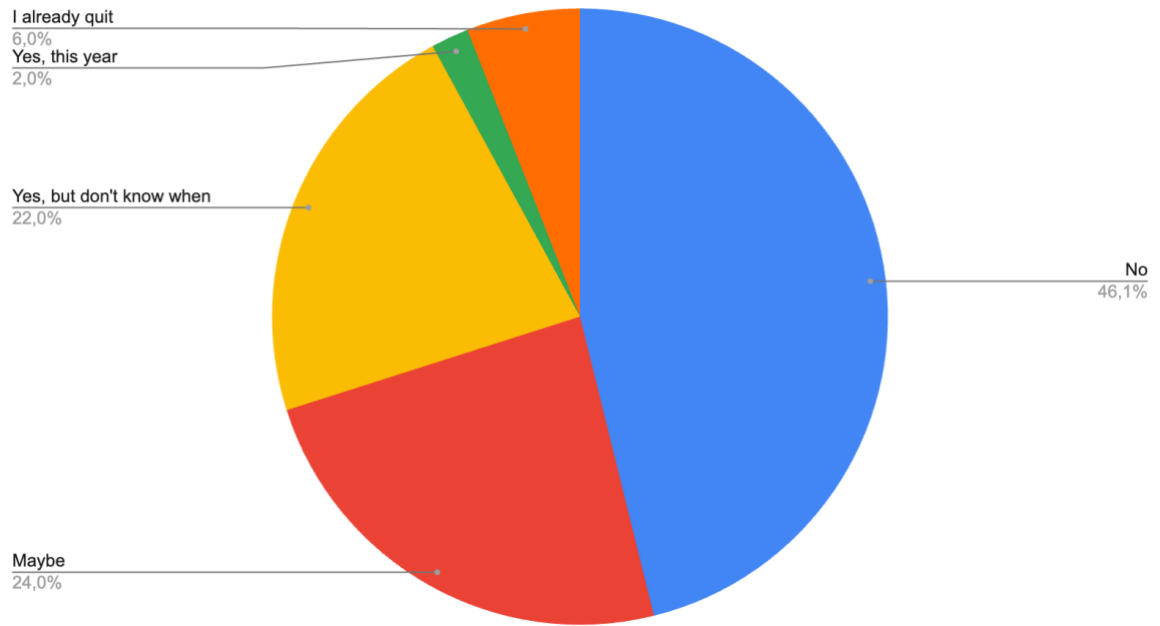


Other reasons given are *no more smell* (1.0%), *I didn't smoke but was curious* (0.7%), *quit by accident* (0.2%)

What type of e-cigarettes do you use?

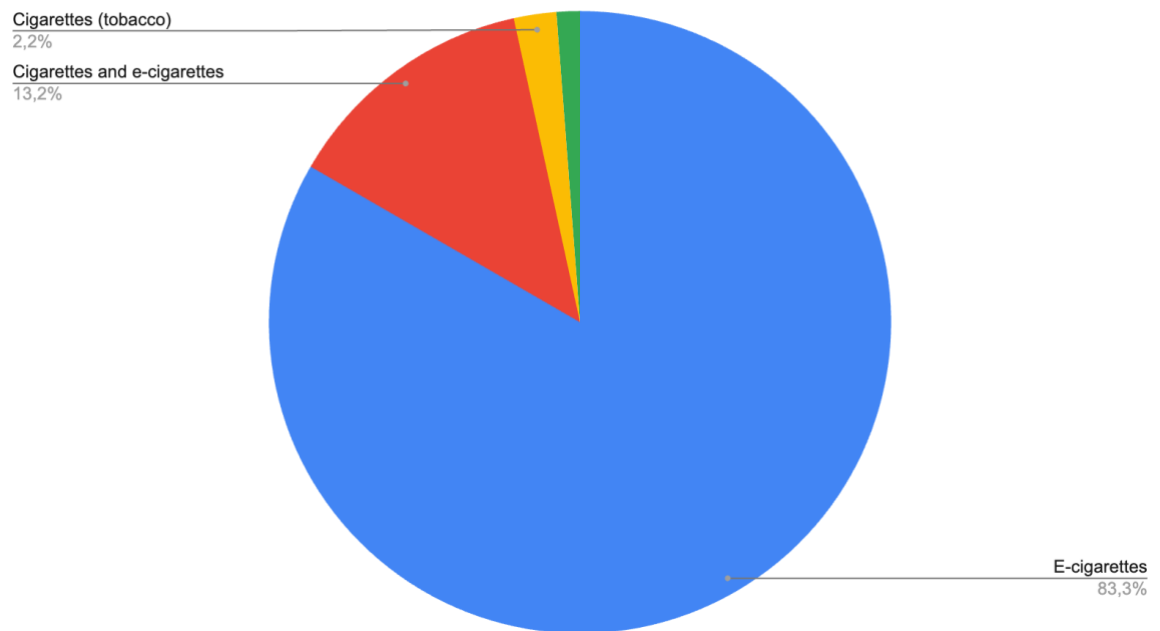


Do you plan to quit the use of e-cigarettes?

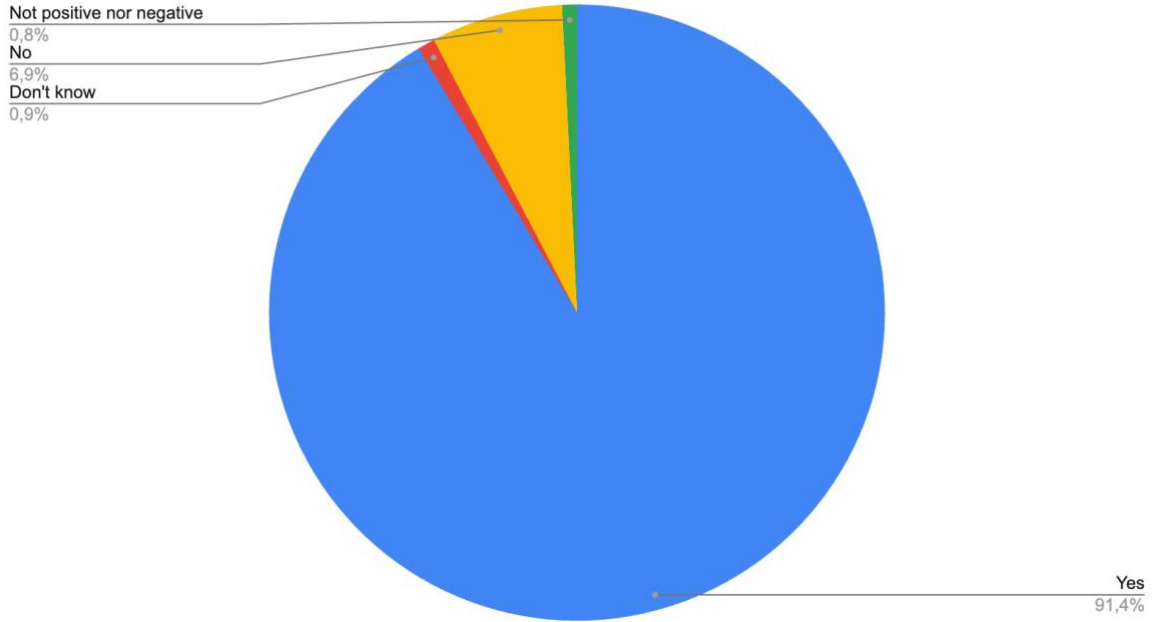


The largest group of vapers do not plan to quit e-cigarettes at all. Vapers do not see any need to quit after they no longer experience health problems due to getting off cigarette smoking.

In 2023 I was a regular user of:

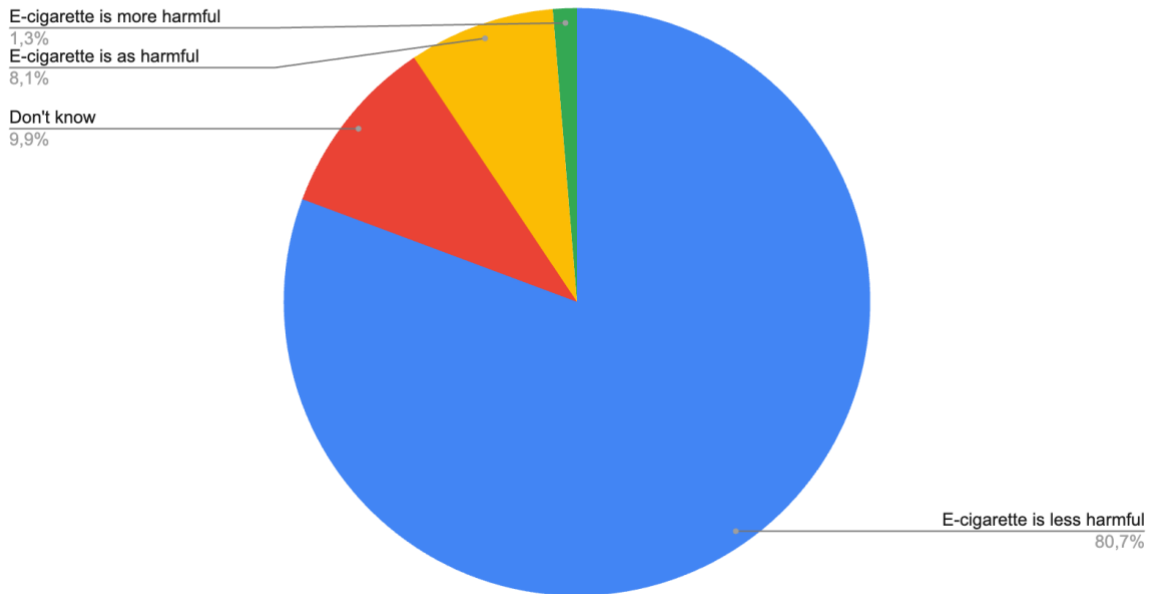


Did you feel that switching to an e-cigarette had a positive effect on your health?



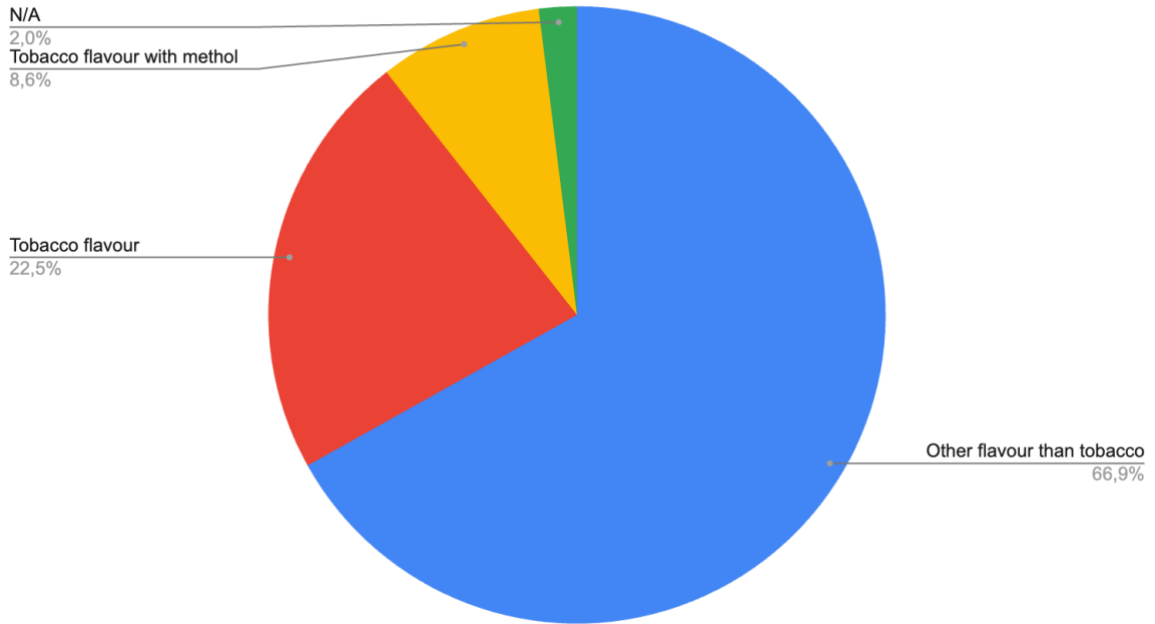
The vast majority of today's vapers, after decades of smoking, have experienced almost immediate improvement in health after switching to the e-cigarette. No more coughing, running up the stairs without panting. One vaper stated that he "got his life back" as a result of switching to e-cigarettes. Because of smoking, he had problems with his heart and was bedridden but after switching to e-cigarettes he was able to go out again within two weeks and now he is super fit and an avid sportsman. He does not want to quit and as long as he does not have any health problems he sees no reason to do so as far as he is concerned.

In your opinion, is the e-cigarette more or less harmful to your health than the cigarette?

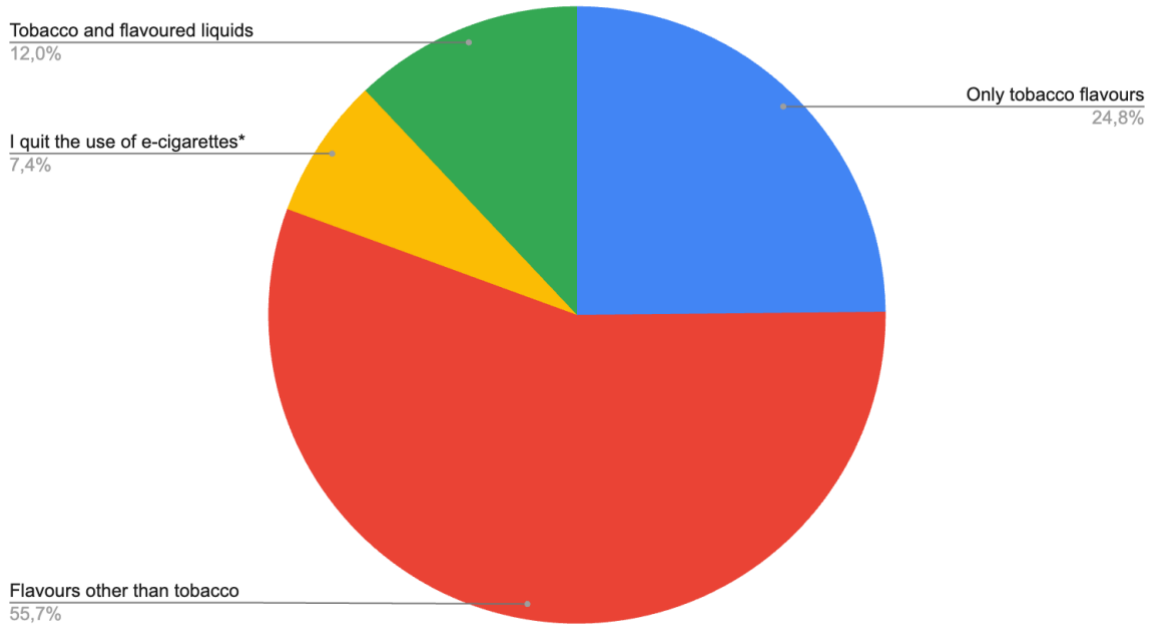


Many vapers who have been vaping for years in a row are well informed about e-cigarettes. They get really angry about the inaccurate media coverage that blindly adopts all the wild rumors from abroad, and they do not understand what the government and many doctors are doing stating that using e-cigarettes is as harmful as smoking. Which is not true.

Before the flavour ban, I preferred to use a flavoured e-liquid:



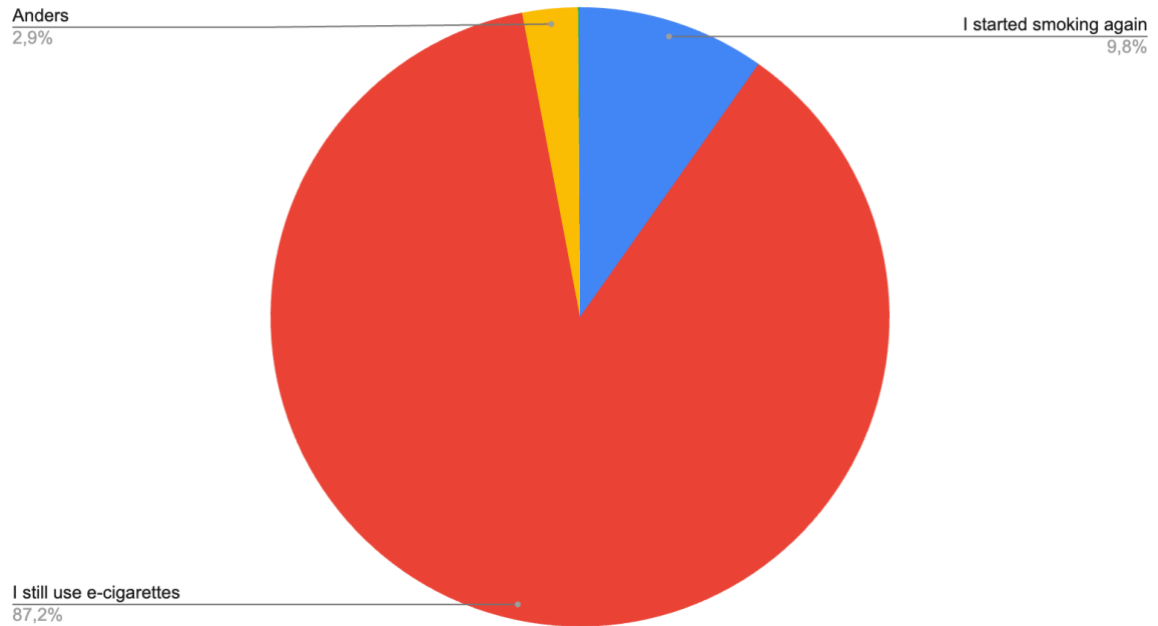
After the flavour ban was implemented on January 1, 2024, I use:



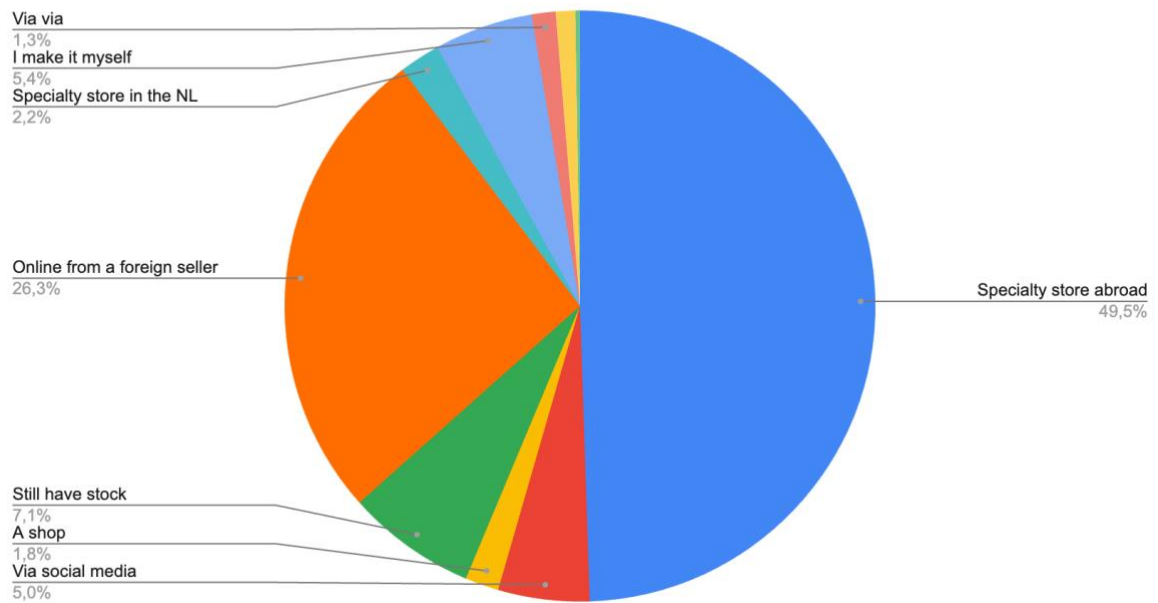
*Of the 7.4% vapers who quit the use of e-cigs, 3.63% started smoking again

The explanation most often given by vapers is that only with a flavored cigarette was the desire for a cigarette really gone. They just don't like tobacco flavor anymore. One vaper finds tobacco flavor very dangerous because after trying the new tobacco flavor he immediately felt the urge to smoke again.

After the introduction of the flavor ban:

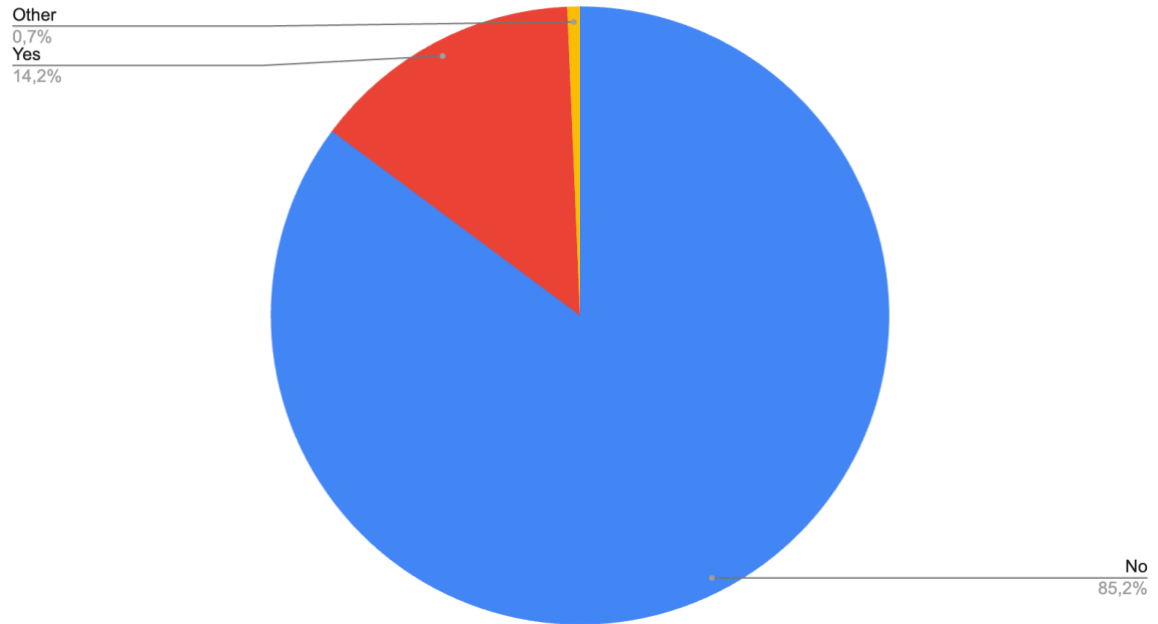


After the introduction of the flavour ban, I buy my e-liquid (flavoured). More choices available.



Because it has now become so incredibly difficult to buy an e-cigarette or even hardware in the Netherlands, vapers are diverting abroad. "I don't need that 'illegal junk'." Vapers now have to drive dozens of kilometres further to find a shop which sells e-cigarettes in The Netherlands. Vapers who are not mobile buy online.

Are you satisfied with the current situation?

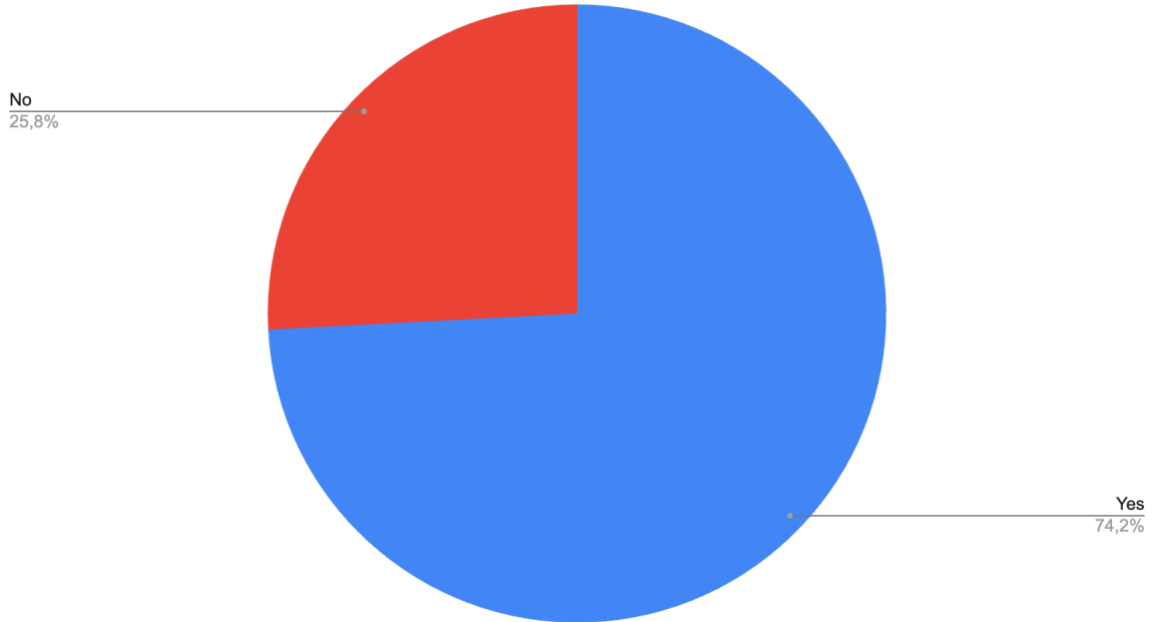


If you're not satisfied, can you explain why not? And what should be different?

- I cannot find any information anywhere anymore
- I want the flavours back
- I have to go abroad now but want to be able to buy it legally in the Netherlands
- I just don't want a tobacco flavour
- Just legalize it
- Just make it online available again

Vapers understand that there is concern for young people but do not understand that they should bear the brunt of it. Many just want to go back to the way things were. That they just buy their product online. And have a fair amount to show for it. At the same time, they see young people just buying illegal products on the black market. So the bans completely miss the mark.

Is the online sales ban a problem for you?



Why is the online sales ban a problem for you?

- You can't buy anything online anymore, including hardware, and there's no store near you that has it
- The e-cigarette specialty stores have disappeared
- There is no specialist store in my hometown
- It is now made much more difficult for me to buy my products
- First I could do it online, now I have to go abroad
- I am chronically ill/bad legged/homebound/not mobile/disabled/have autism and cannot leave the house/online ordering is my only option
- I am not mobile
- I live far away from everything
- While young people get everything, it is made difficult for me
- Tobacco flavours are not tasty
- I smoke a flavour and that is now no longer legally available in the Netherlands
- The nearest specialty store is dozens of kilometers away from me
- I don't want that illegal junk so I have to buy my products abroad
- The Netherlands is the only country with a flavour ban