

Results of a sociological survey among 2,000 Ukrainian adult residents*



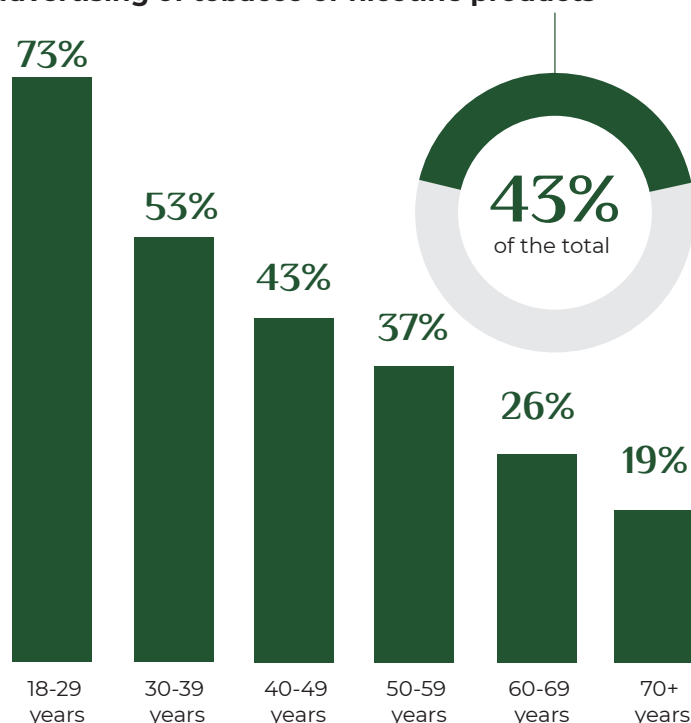
* The All-Ukrainian survey "Consumption of tobacco and nicotine products and attitude towards anti-tobacco measures" was conducted by Kyiv International Institute of Sociology in November-December 2023 as part of the regular "Omnibus" commissioned by the NGO "Life" (2000 respondents)

Conclusions

- 1 The tobacco industry directs tobacco and nicotine product advertising toward the youngest legal age group of 18-29 years.
- 2 Despite the ban on advertising tobacco products since 2012, the tobacco industry continues to aggressively advertise it using the legal loopholes
- 3 Displaying cigarette packs, using digital screens and lights to display or highlight cigarette brands at the point of sale is the main advertising format that attracts young people.
- 4 Legislative preferences* for advertising e-cigarettes and devices for heated tobacco products create conditions that allow the tobacco industry to attract young people to start using tobacco or nicotine products.

Advertising of tobacco and nicotine products (30 last days)

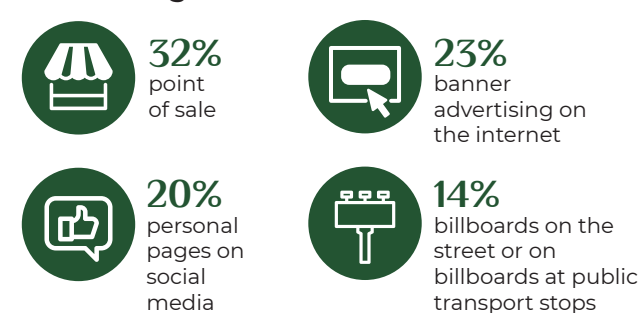
Which respondents were exposed to advertising of tobacco or nicotine products



Which kind of tobacco or nicotine product advertising was most often observed

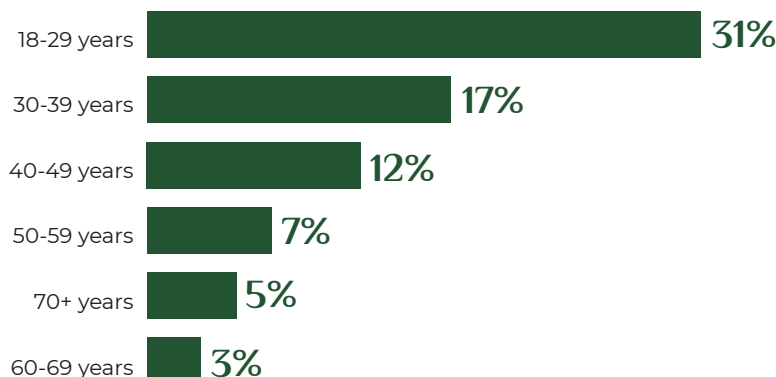


Where tobacco or nicotine product advertising was observed

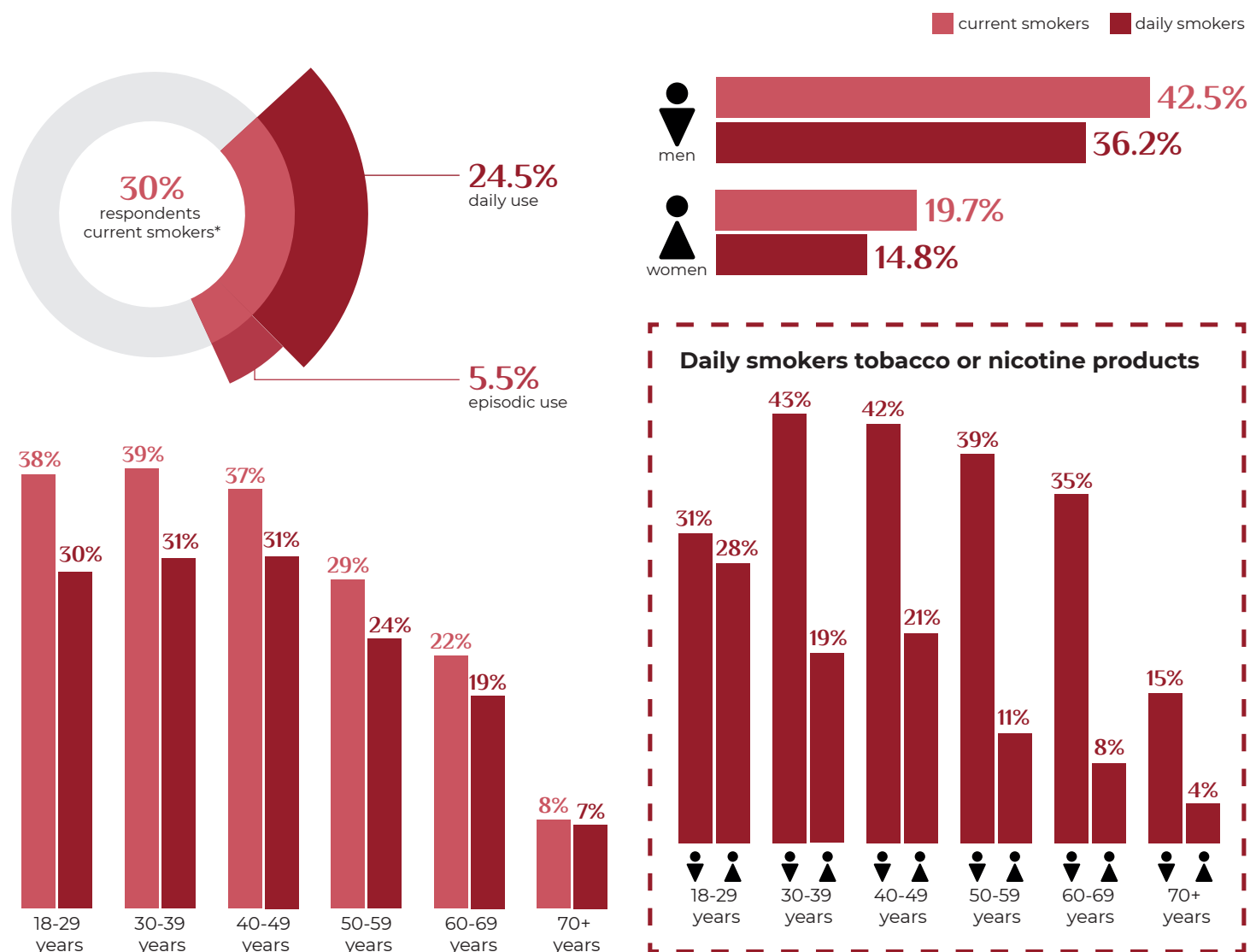


Advertising of tobacco or nicotine products on the internet in novel formats was observed

13% of the total



Tobacco and nicotine use



Attitude towards tobacco control measures

Percentage of respondents in support of tobacco control regulations:



* Current smokers — respondents who currently use tobacco or nicotine products (daily or not daily)

** Standardized is a pack of a standard color for all brands, the names of which will be in a standard font, and with an image of the effects of smoking

Recommendations

- 1 Ban visible placement of tobacco product packs, e-cigarettes and devices for heated tobacco products at the point of sale.
- 2 Ban advertising brands of electronic smoking devices and e-cigarettes on the internet and point of sale.

*It is not prohibited to advertise brands at point of sale, on the Internet, or post a list of product assortment on websites.