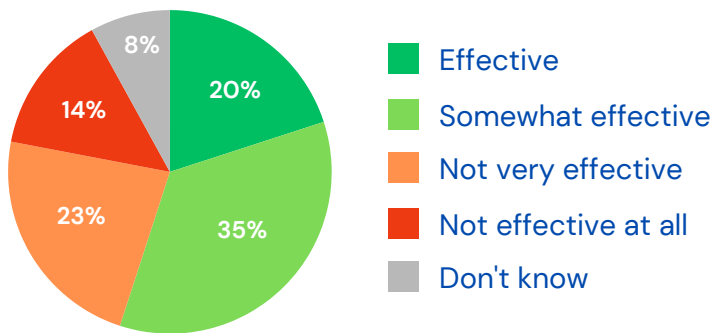


BVA XSight Survey for Kumulus Vape on Vaping

Study conducted from January 25 to February 5, 2024, among French smokers and/or vapers aged 18 and over.

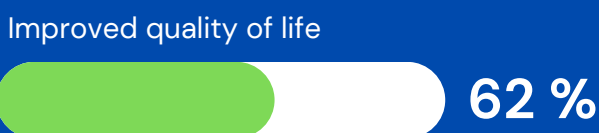
PERCEIVED EFFICACY OF VAPING FOR TOBACCO CESSATION



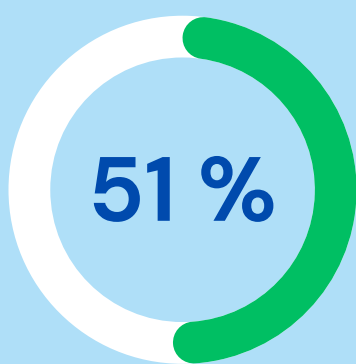
55%

of respondents believe that **electronic cigarettes help smokers quit.**

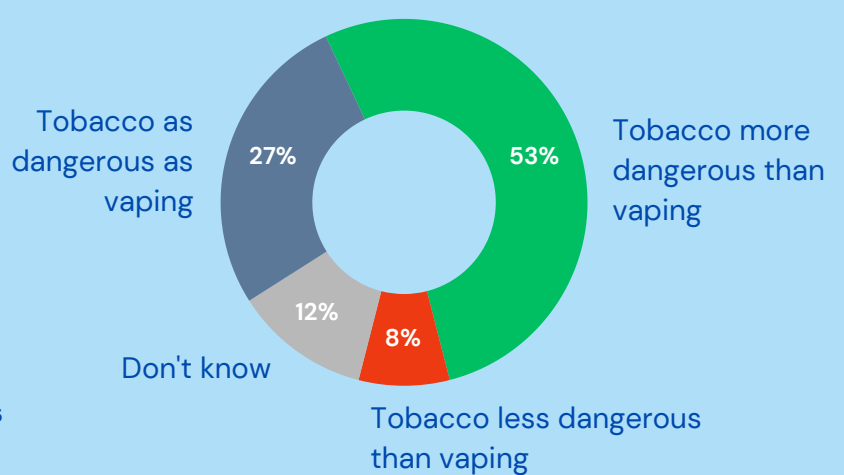
POSITIVE IMPACTS OF VAPING



PERCEPTIONS OF SMOKED TOBACCO VS. VAPING



Respondents believe that **electronic cigarettes are a significant health advancement.**



A FAVORED ALTERNATIVE

53%

Smokers and vape-smokers surveyed consider quitting smoking **soon**

with **63%** planning to do so within the next 6 months.

48%

of them

think of turning to electronic cigarettes to quit, with 19% already choosing it as a cessation tool.



DETERMINANTS OF CHOOSING VAPING

AMONG SMOKERS AND VAPE-SMOKERS

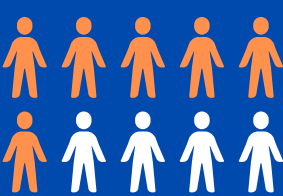
- Better health
- Lower cost
- Similarities in actions
- Effectiveness in quitting smoking

AMONG VAPERS

- Effectiveness in quitting smoking
- No tobacco smell
- Better health
- Lower cost

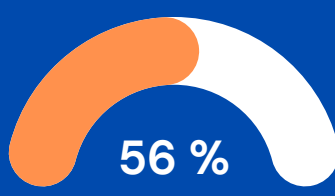
MESSAGES TO PUBLIC AUTHORITIES

RECOGNITION



6 out of 10 respondents feel that public authorities do not adequately recognize the role of electronic cigarettes in tobacco cessation.

TAXES



Favorable towards **electronic cigarettes being taxed less than smoked tobacco**. Only 4% want it to be taxed more.

ARÔMES



52% of 18 to 34-year-olds

consider resuming/increasing their smoking tobacco consumption if **flavors were limited to "tobacco" tastes only.**

Find the full study at www.kumulusvape.fr/documents/etude_BVA_vapotage.pdf