



VAPING FLAVOR BANS: A PUBLIC HEALTH DISASTER

In December 2022, a California state-wide ban on flavored tobacco products, including e-cigarettes, took effect. Ipsos conducted a survey of 600 California vapers to determine its effects.

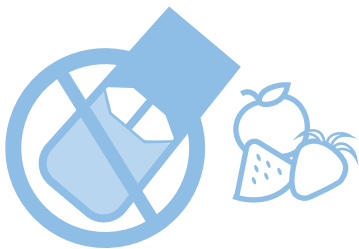
IMPORTANCE OF FLAVORS

85% say flavors are important or very important in their decision to vape.



WHAT HAPPENS AFTER FLAVOR BANS

Almost 90% of Californian vapers still use one of the banned flavors, with the most common being fruit.



AVAILABILITY OF BANNED FLAVORS

85% of Californian vapers say it is easy to find banned flavors.

REASONS FOR VAPING

Almost 70% of Californian vapers vape due to health-related reasons, including to reduce or stop smoking.



RETURN TO SMOKING

88% believe vapers are likely to return to smoking following the flavor ban.

SUPPORT OF ALTERNATIVES TO CIGARETTES

Of the Californian vapers who had an opinion,

85%

believe the government should support less harmful alternatives to smoking.