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.

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

**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.

**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.

Source: Ipsos Consumer Survey, May 2023