

AACS

Nicotine Vaping Product Usage & Change



June 2022

Methodology & Sample

Respondents were accessed through multiple sources with the main focus being on:

- *Current Vapers – All device types – n902*
- *Dualists (Currently Vape & Smoke Cigarettes) – n443*
- *Current Smokers who previously Vaped – n388*
- *Current Smokers who have not Vaped- n395*

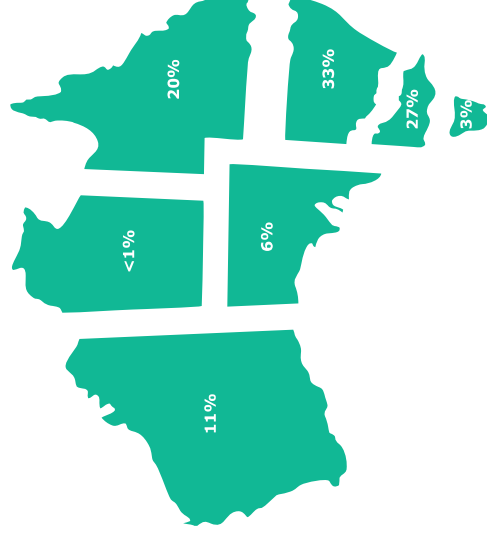
Fieldwork conducted throughout March – June 2022 with various methodologies including:

- Online Surveys
- Online Focus Groups

Sample Break Up:

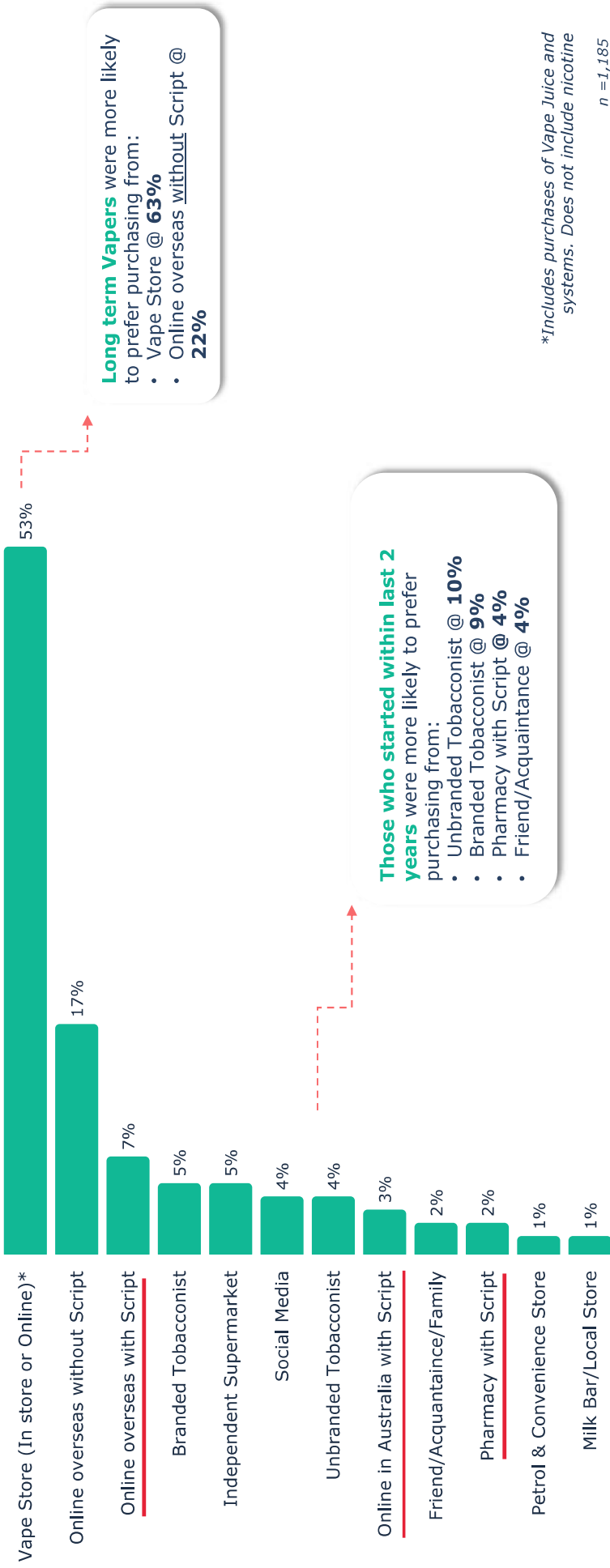
1209 vapers across Australia including sample from *Legalise Vaping Australia*
Approximately 10% participated in further online study's and focus groups

919 smokers across Australia
Approximately 23% had previously Vaped and stopped in the last 12 months



Preferred Place to Purchase

Only **12%** are using a Prescription to make their Vape purchase, with the majority of preferred location being a Vape store driven by long term Vapers. **1 in 4** purchases are made from Overseas.



*Includes purchases of Vape Juice and systems. Does not include nicotine
n = 1,185