

STUDY ON DIRECTIVE 2011/64/EU QUESTIONNAIRE FOR E-CIGARETTE CONSUMERS

Dear Madam/Sir,

this brief questionnaire serves to provide input into an analysis of the e-cigarette market and of the possible impact of a hypothetical harmonized tax regime at EU level within the framework of a study on Directive 2011/64 on the structure and rates of excise duty applied to manufactured tobacco commissioned by the European Commission (DG TAXUD) to Economisti Associati.

Consultations with relevant e-cigarette stakeholders, including consumers, are very important for our work. To this end, we kindly ask if you could please complete the questionnaire and send it to us by e-mail at Dir64@economistiassociati.com by 25 June 2018. The information collected will be treated confidentially and reported only in aggregated form. Should you have any questions, please do not hesitate to contact us at this same e-mail address.

Furthermore, please note that the European Commission has also just launched an open public consultation (OPC) on Directive 2011/64. The analysis of the e-cigarette market is complementary to the OPC process, which is more focused on the various possible policy options (including the potential harmonization of taxes on e-cigarettes) in view of a possible revision of the Directive. It would hence be useful if you could participate both in the questionnaire analysis and the OPC, which can be accessed at https://ec.europa.eu/info/consultations/public-consultation-excise-duties-applied-manufactured-tobacco-and-possible-taxation-novel-products_en.

We appreciate your feedback and thank you for your kind attention.

Best regards,

[REDACTED] (Economisti Associati)

1. When did you start using e-cigarettes regularly (i.e. each week)?

Month	Year

2. Were you a tobacco smoker when you started using e-cigarettes?

YES	NO

3. Do you currently smoke tobacco?

YES	Occasionally	NO

4. How often do you prepare the vaping liquids yourself ('do-it-yourself')?

Always	Very frequently	Quite frequently	Seldom	Never

5. How often do you buy vaping liquids / cartridges online from another country?

	Always	Very frequently	Quite frequently	Seldom	Never
Other EU countries					
Other non-EU countries					

6. How much do you spend on e-cigarettes per week on average (not including devices / hardware)?

Amount in national currency	
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7. If you previously used to smoke tobacco, how much did you spend on cigarettes and/or other smoking tobacco per week on average?

Amount in national currency	
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**8. In case of a hypothetical increase in the price of e-cigarettes consumables (e-liquids, cartridges etc.), would you change your consumption behaviour? How?
Please choose one answer for each of the three proposed scenarios.**

	<i>Scenario one Price increases by 20%</i>	<i>Scenario two Price increases by 50%</i>	<i>Scenario three Price increases by 100%</i>
Yes, I would reduce consumption			
Yes, I would buy less expensive products			
Yes, other change(s), please specify: _____			
No change			

9. Do you use heated tobacco products?

YES	Occasionally	NO

10. In your opinion, can heated tobacco be a substitute of e-cigarettes?

Definitely No - they are two completely different products	
Mostly No - they are quite different products, with some similarities	
Mostly Yes – there are more similarities than differences	
Definitely Yes – they are very similar product	
Don't know	