

EU Menthol Ban Impact Analysis: Consumer Survey



What?

Pre and post-menthol ban surveys asking about menthol tobacco consumption, ban awareness and attitudes



When?

Pre-ban fieldwork: 28th April – 19th May 2020
{EU Menthol ban: 20th May 2020}
Post-ban fieldwork: October-November 2020



Who?

- Legal-age (18+) monthly consumers of menthol cigarettes
- Age and gender representative of smokers in each country



How many?

- UK = 2,000 panelists
- Poland = 1,000 panelists
- All other markets = 500 panelists



Why?

- Understand awareness of the EU menthol ban
- Understand intended response to the ban
- Measure changes pre and post-ban



Where?

- Markets with a high share of menthol/capsule cigarettes (UK, Denmark, Sweden, Finland, Poland, Latvia, Hungary, Slovakia)



How?

- Online surveys
- Respondents from consumer panels
- Cross-sectional approach



What if...?

Responses removed if they are deemed sub-standard, such as short completion time, poor quality open responses, duplicate IP addresses