EU Menthol Ban Impact Analysis: Consumer Survey

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

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

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

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

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

**How?**
- Online surveys
- Respondents from consumer panels
- Cross-sectional approach

**How many?**
- UK = 2,000 panelists
- Poland = 1,000 panelists
- All other markets = 500 panelists

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