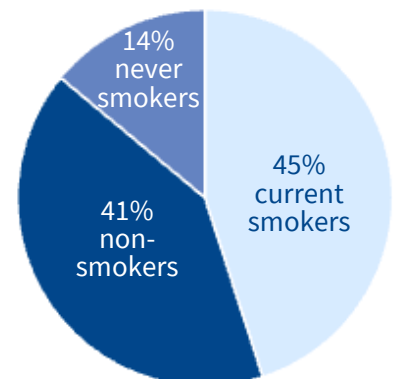
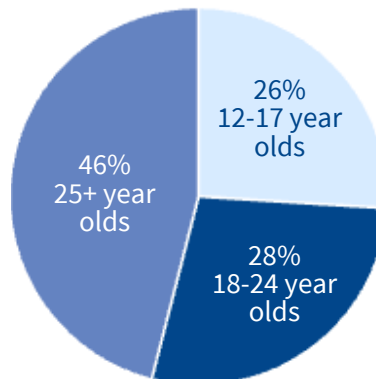
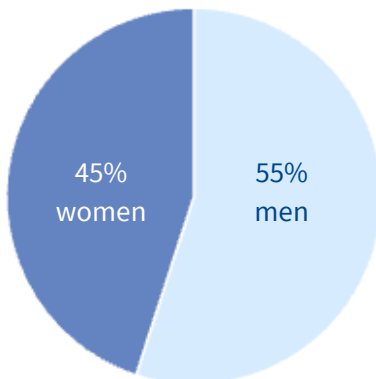


# PREFERENCES FOR E-CIGARETTE PRODUCTS IN AUSTRALIA

We surveyed **636 current users of e-cigarettes**:



We asked them to report on their use of e-cigarettes:



**with nicotine**  
(+ strength used)



**without nicotine**



**with flavourings**  
(+ flavours used)

We also asked them to report:

- The **types of e-cigarette devices** they usually used
- From **where they sourced** their products

This is what we found:

## PREFERENCE FOR NICOTINE

A preference for nicotine over non-nicotine e-cigarettes was observed among all age and smoking groups:

**Adolescents:** 78% cf. 58%  
**Young adults:** 87% cf. 49%  
**Adults (25+ years):** 81% cf. 69%

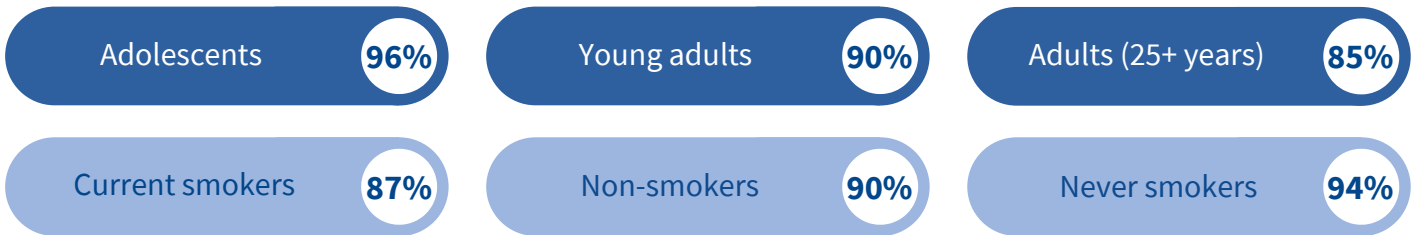
**Current smokers:** 87% cf. 65%  
**Non-smokers:** 78% cf. 54%  
**Never smokers:** 78% cf. 61%



A **quarter** of adolescent and young adult nicotine e-cigarette users reported that they **did not know the nicotine strength** of the e-liquid they used.

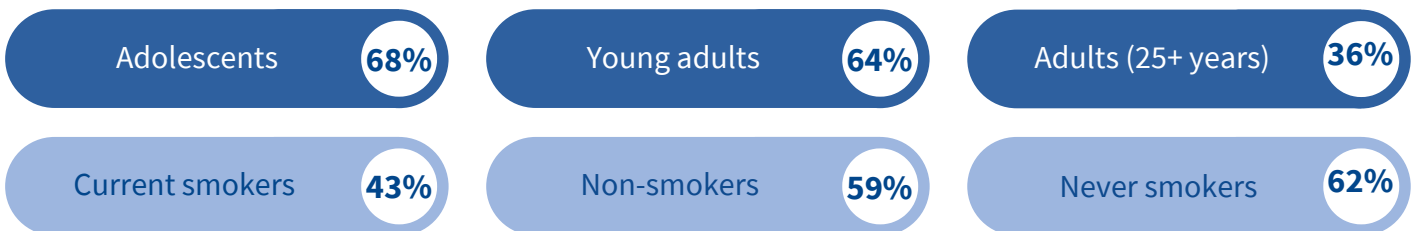
# PREFERENCE FOR FLAVOURING

The vast majority of current e-cigarette users reported using **flavoured e-cigarettes**, with **fruit flavours** found to be most popular:



## DEVICE TYPE

**Disposable e-cigarettes** were the most commonly used among all groups except adults aged 25+ (who preferred refillable devices):



## PRODUCT SOURCE



**Tobacco retailers** were the most common source of nicotine e-liquid (28%), followed by **friends** (27%) and then the **Internet** (21%).

## CONCLUSIONS

Most e-cigarette users, including adolescents and never smokers, exhibited a preference for nicotine-containing flavoured e-cigarettes.

Flavoured e-cigarettes and disposable devices appear to be facilitating recreational use of e-cigarettes among adolescents and never smokers.

Over a quarter of e-cigarette users, including one in five adolescents, reported sourcing their nicotine e-liquid from a tobacconist, despite it being illegal to sell these products outside the pharmaceutical scheme.

Measures that restrict the accessibility and availability of flavoured e-liquids and disposable e-cigarettes, and greater enforcement of laws regarding the sale of nicotine-containing e-liquids, are urgently needed.