



2017

VAPER PREFERENCE SURVEY

An Industry Snapshot

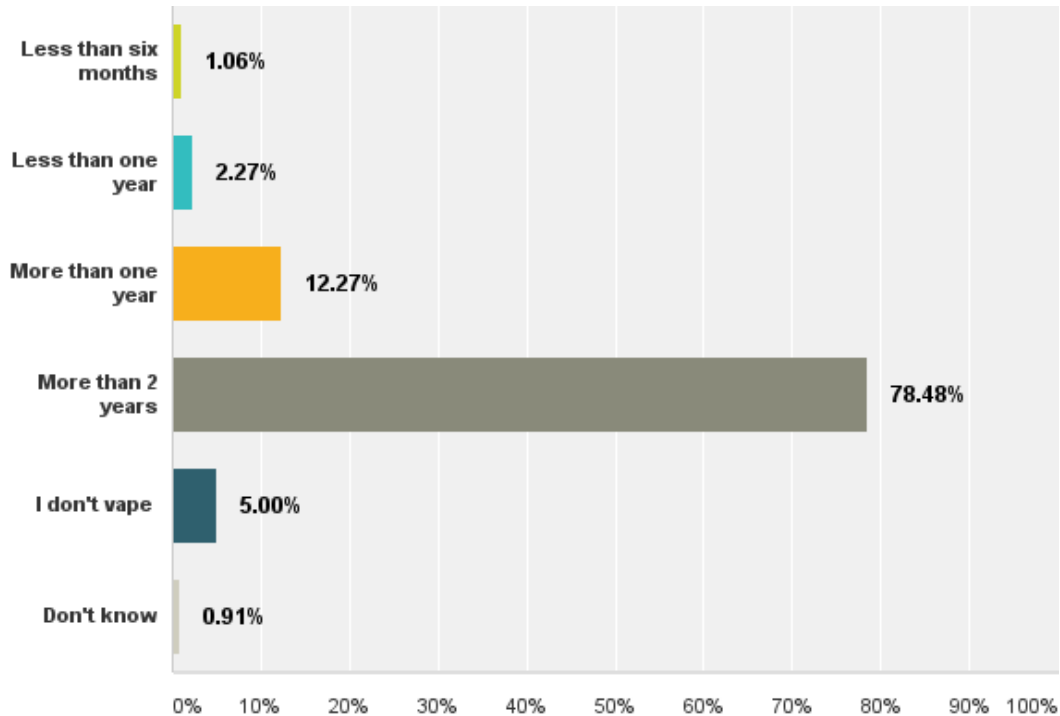
ABOUT THE SURVEY

The *2017 Vaper Preference Survey* is a joint project of Mystic E-Cigs and *The Vaping Advocate* to learn more about vaping preferences and industry trends.

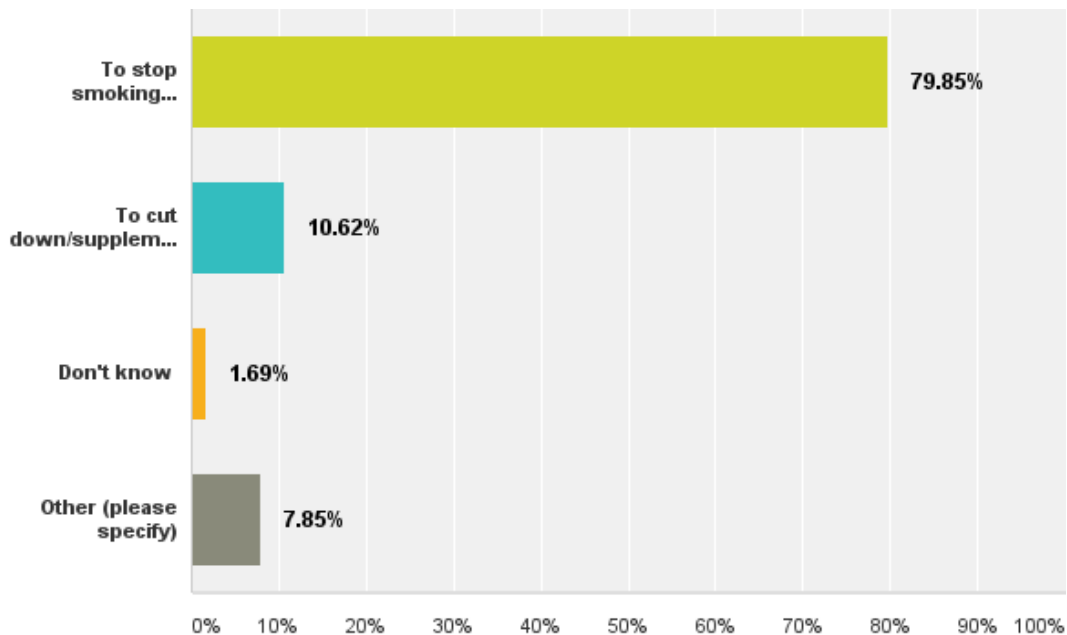
More than 650 men and women ages 18 and over participated in the non-scientific survey during March 28, 2017 to April 10, 2017.

Data was collected using a [SurveyMonkey](#) online poll and segmented according to demographics and user preferences.

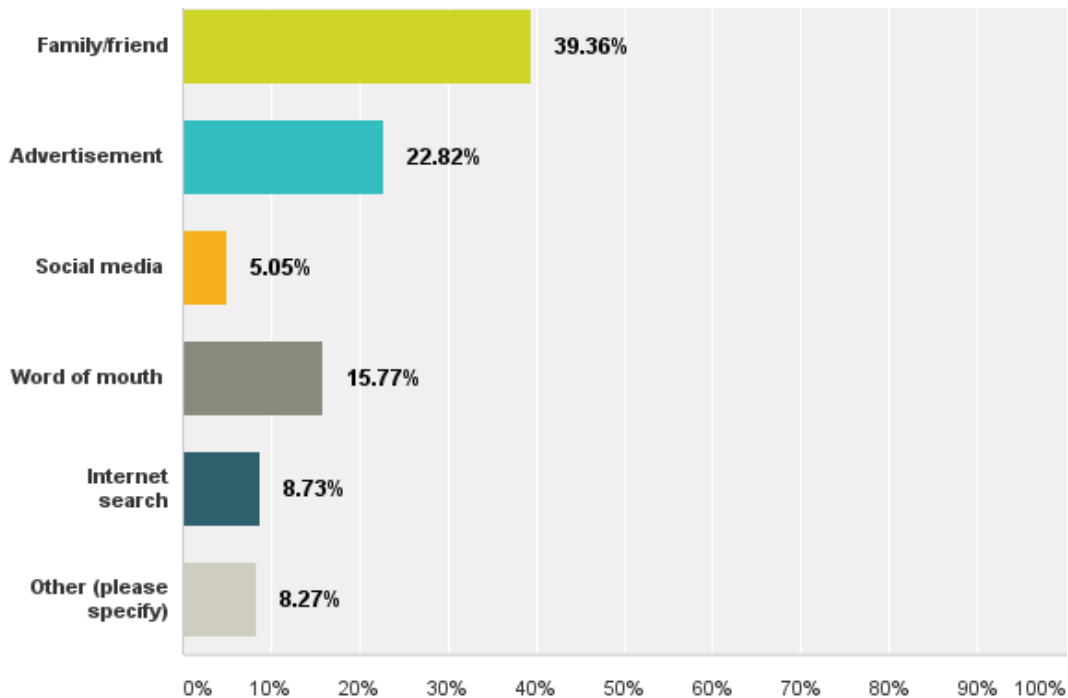
HOW LONG HAVE YOU BEEN VAPING?



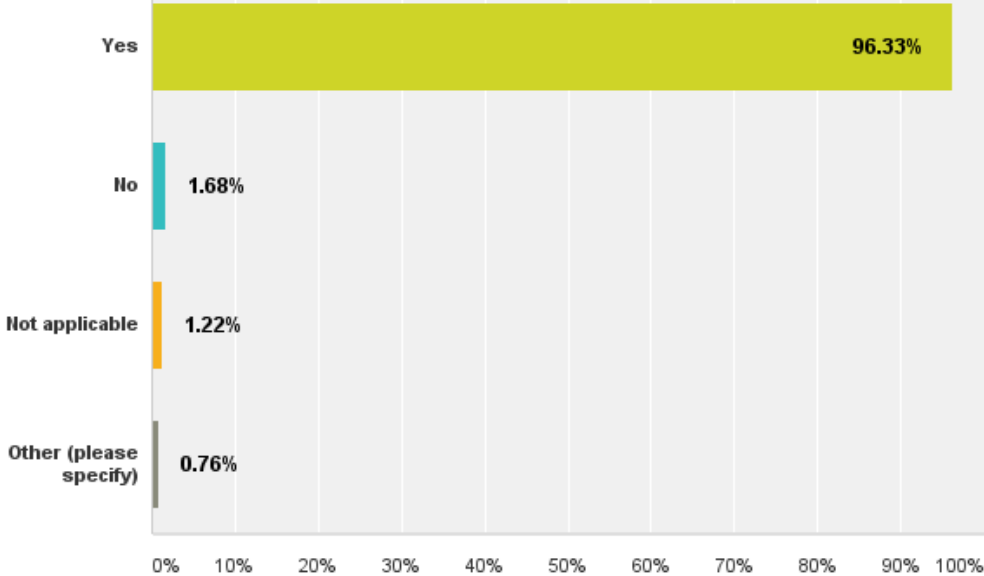
WHY DID YOU START VAPING?



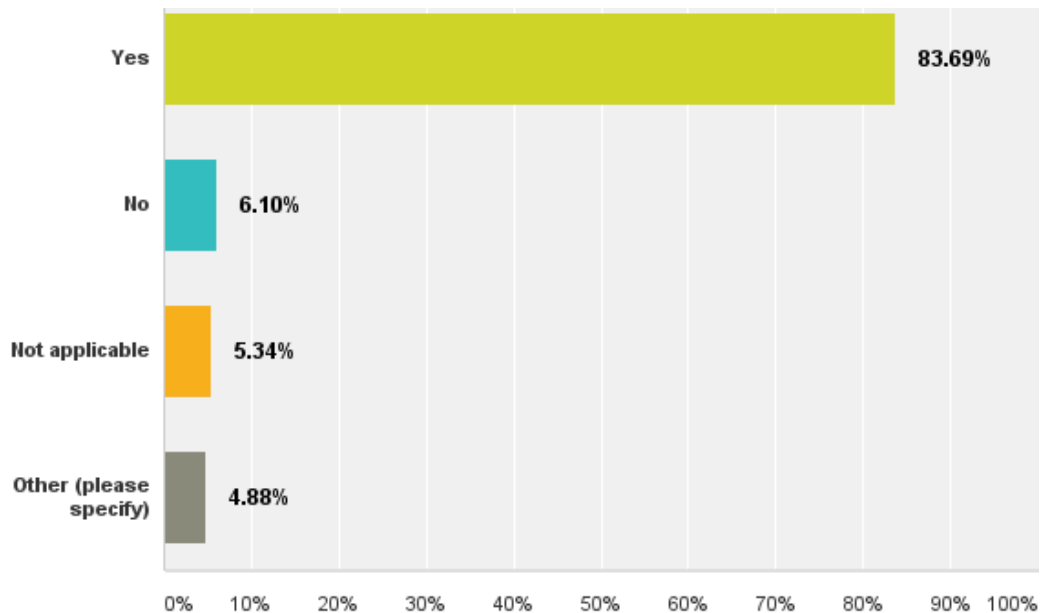
HOW DID YOU FIRST LEARN ABOUT VAPING?



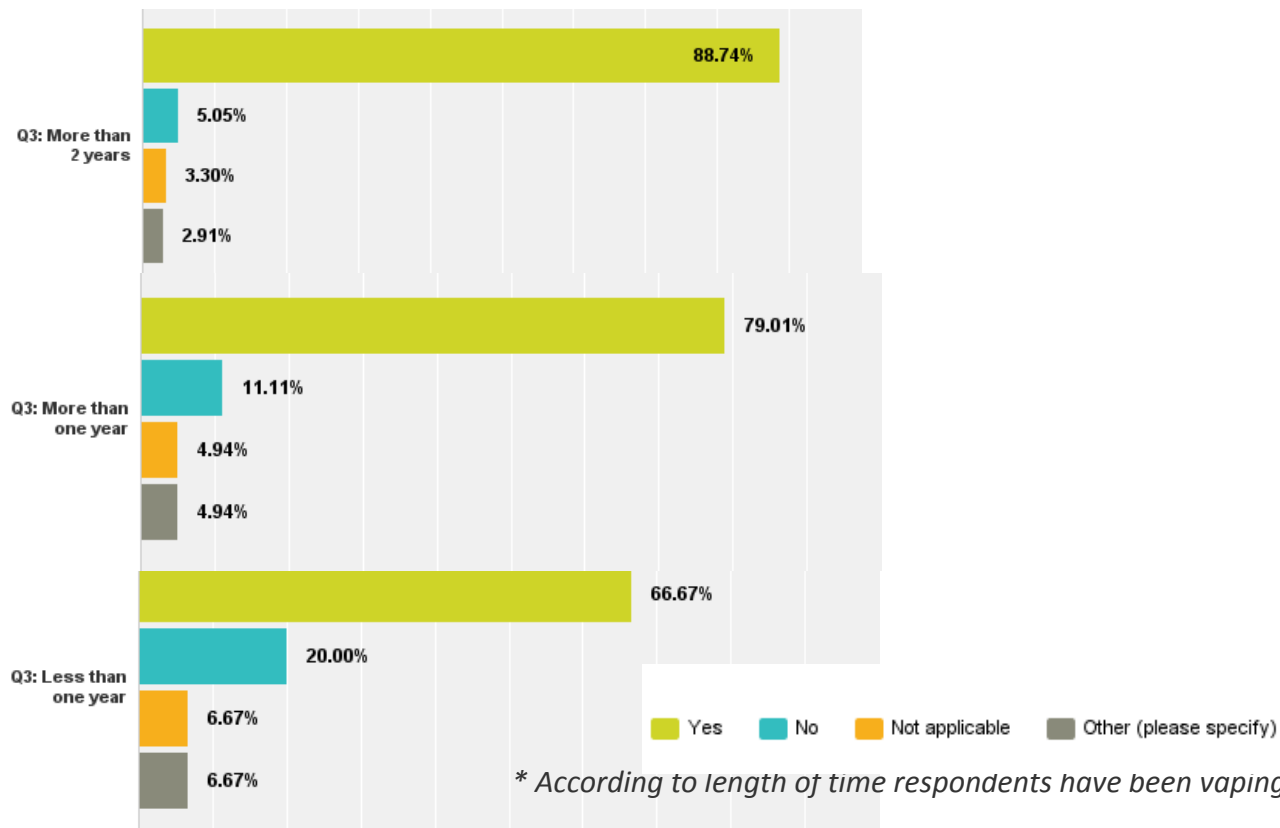
WERE YOU A FORMER SMOKER?



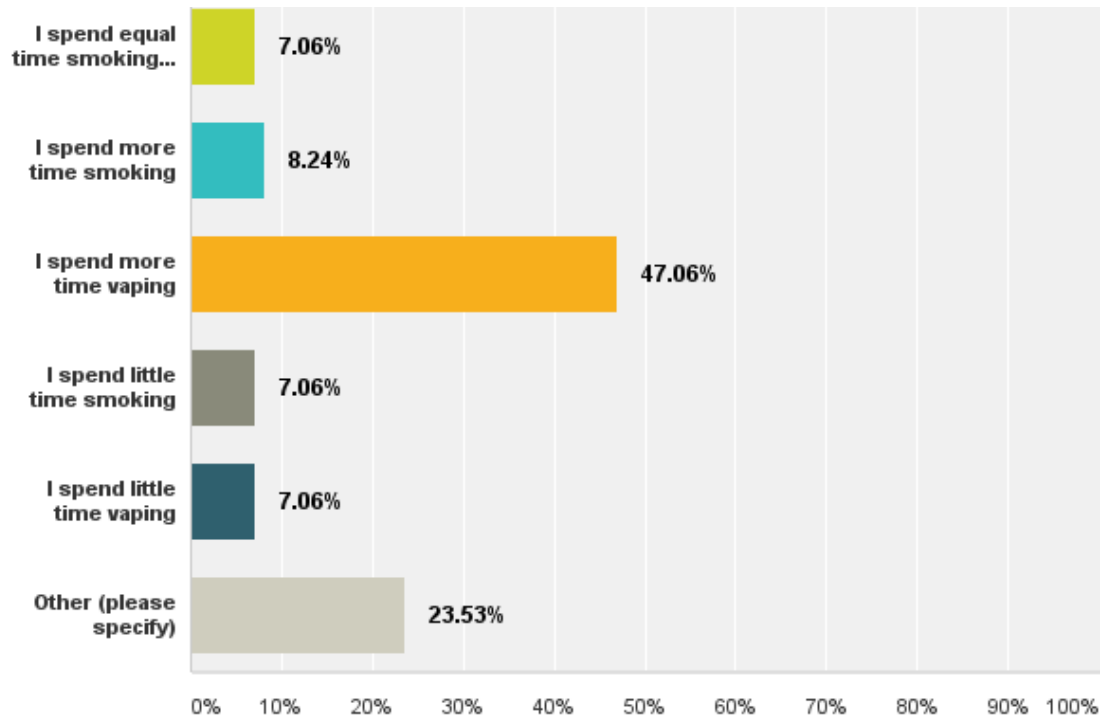
DID VAPING HELP YOU STOP SMOKING?



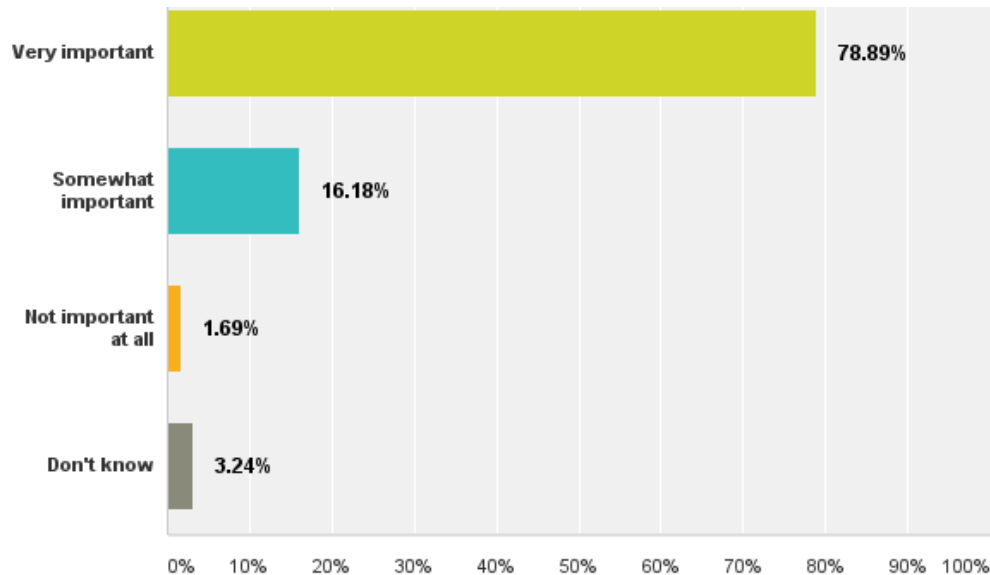
*DID VAPING HELP YOU STOP SMOKING?



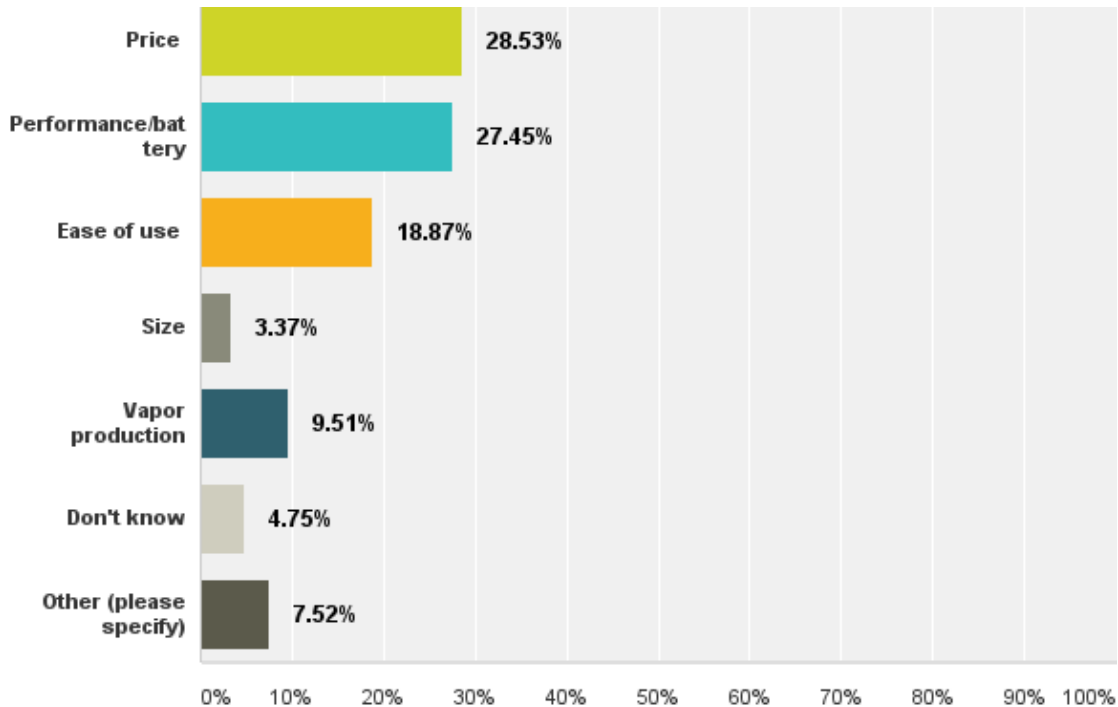
IF YOU ARE A DUAL USER OF VAPING AND SMOKING, CHECK ONE OF THE FOLLOWING:



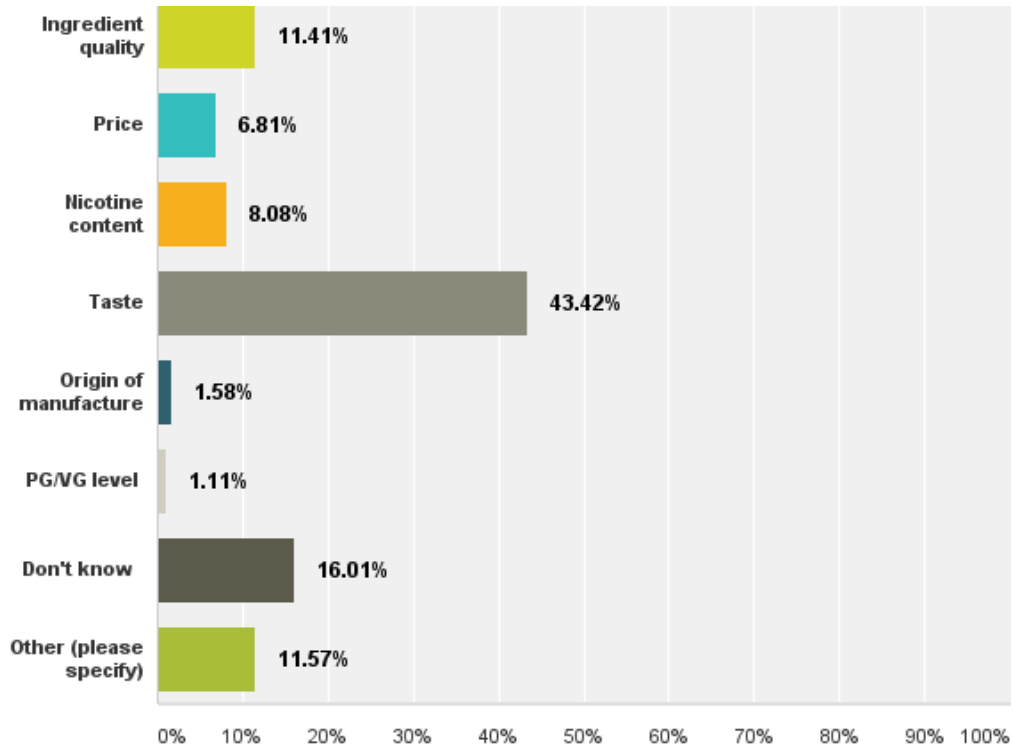
HOW IMPORTANT IS CONVENIENCE/EASE OF USE WHEN USING A VAPING DEVICE?



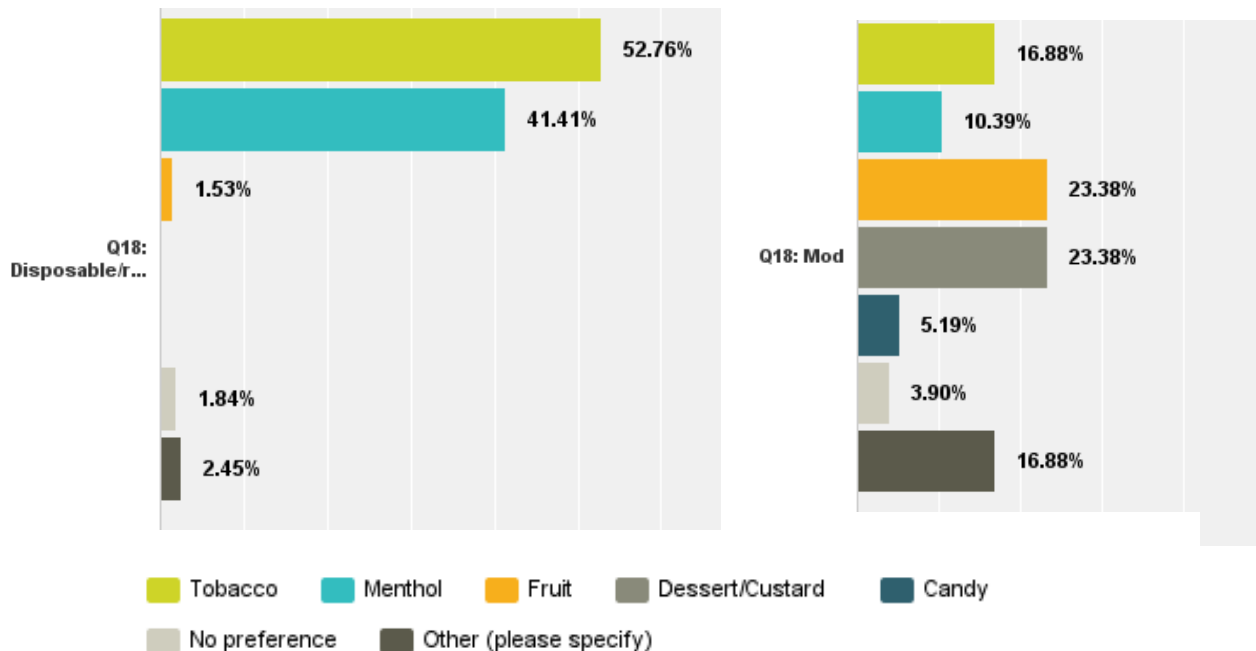
WHAT ATTRIBUTE DO YOU LOOK FOR MOST IN A VAPING DEVICE?



WHAT ATTRIBUTE DO YOU LOOK MOST FOR IN AN E-LIQUID?

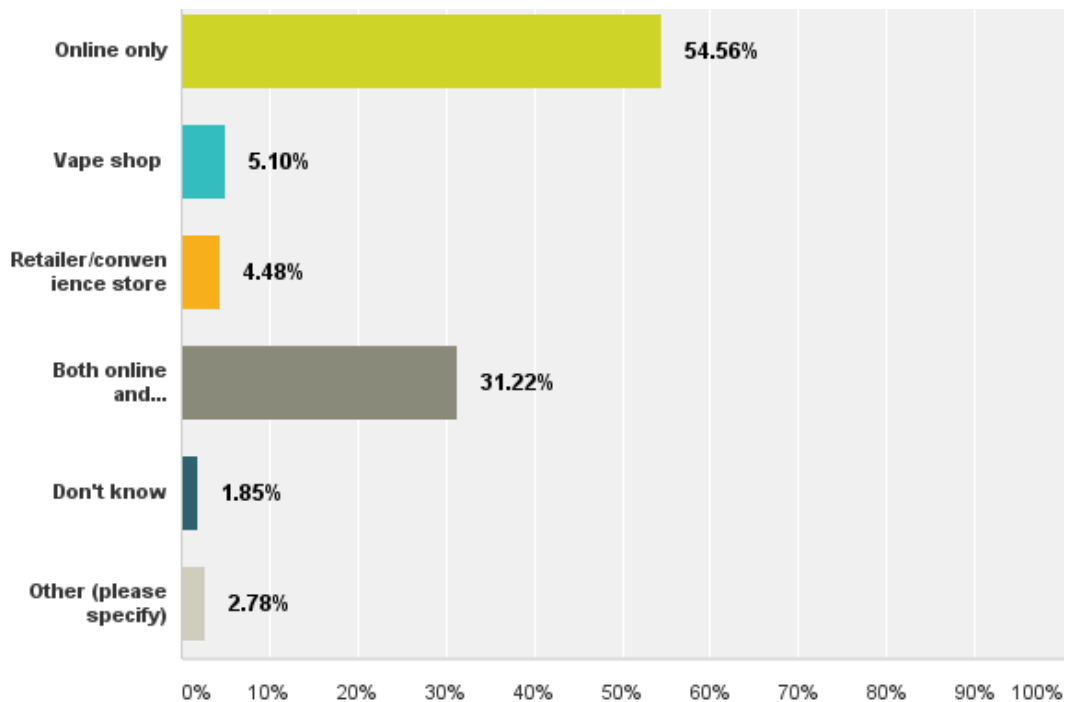


*WHAT IS YOUR FAVORITE FLAVOR PROFILE?

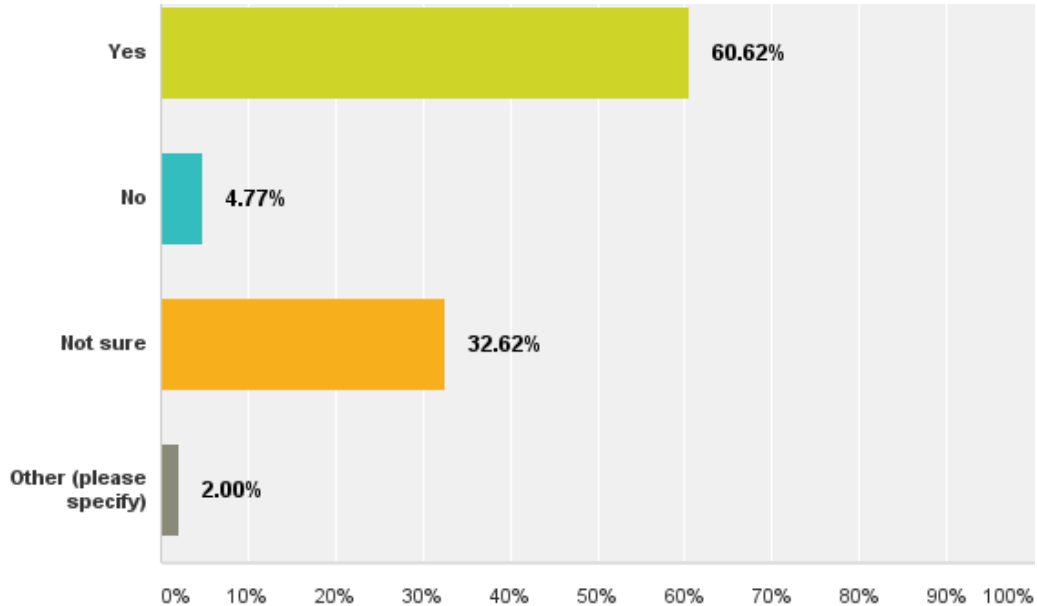


**Difference between rechargeable/disposable cig-alike users (left) and mod users (right).*

WHERE DO YOU MOST PREFER TO SHOP FOR YOUR VAPING NEEDS?



ARE YOU OPTIMISTIC ABOUT THE VAPING INDUSTRY'S FUTURE?



ABOUT THE AUTHORS

About Mystic E-Cigs

Mistic E-Cigs is the largest independent manufacturer of vapor products including mods, personal vaporizers, cig-alikes, pod systems and e-liquids. More information on the company can be found by visiting <http://www.misticecigs.com>.

About *The Vaping Advocate*

A leading resource publication for the vaping industry, *The Vaping Advocate* is dedicated to education and correcting industry misinformation. Visit <http://www.thevapingadvocate.com> for more information.