

## Abstract

**Background:** Use of e-cigarettes and heated tobacco is on the rise both in the world and Czech Republic. Aforementioned products are often presented as less harmful alternatives to traditional cigarettes, but an addiction can occur to these products nevertheless. Such devices are furthermore very attractive for adolescent population, which is in high risk of developing an addiction.

**Objectives:** The Main goal of the research is to describe user specifications and an attitude of fifteen-year-old students from the Central Bohemian Region to e-cigarettes and heated tobacco. The sub-goals consist of: describing the way target group use the devices (in terms of where and with whom), answering if the members of the target group owns their personal devices, and means of acquisition of such devices.

**Methods:** The research was carried out through collecting quantitative data via online survey tool. The survey in physical form was also distributed between students of selected schools in Central Bohemian Region. 54 schools were approached with the survey in two waves. Schools for the first wave were pick randomly from a list of schools in the region and with fifteen-year-old students. For the second wave were chosen schools handpicked by author according to traveling distance. Resulted research sample consist of 238 respondents. Collected data were then imported in MS Excel. The tool was used for graph and table creation.

**Results:** Of 238 respondents 108 (45.5%) used e-cigarette and 60 (25.2%) used heated tobacco device. The research show that the main motivation for the first use for both product is a curiosity how the product taste. Taste is also the main reason for regular use of an e-cigarette in oppose to heated tobacco where the main reason is attractive design. Significant factor for using are respondents friends trough whom respondents got into using in the first place.

**Conclusion:** The research brought more detailed view on user specifications for e-cigarettes and heated tobacco between target group of adolescent population. Because of methodological limits it would be wise to continue the research in whole country scale. This thesis can serve as a foundation for further research on e-cigarette and heated tobacco usage in aforementioned population.

**Key words:** heated tobacco, e-cigarettes, nicotine, pupils, survey