

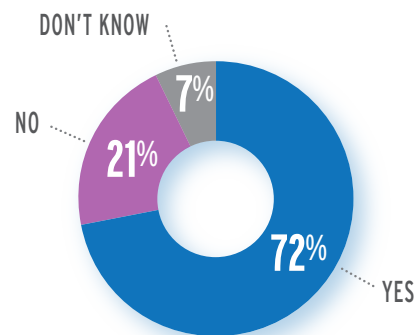
CURRENT ATTITUDES AMONG ADULT TOBACCO USERS IN THE PHILIPPINES REGARDING TOBACCO ISSUES

Results from a survey of adult tobacco users throughout the Philippines show strong majorities support access to products like e-cigarettes and heated tobacco products and agree government should take action on this issue.

Strong support for alternative tobacco products

Following an introduction on alternative products, survey respondents were asked how these products compare to cigarettes...

Do you believe that products like e-cigarettes and heated tobacco products are a better alternative to cigarettes?



Strong support for greater access to alternative tobacco products

Philippine tobacco users believe alternative tobacco products should be accessible to adult smokers...

Alternative products like e-cigarettes and heated tobacco products should be just as accessible to adult smokers as regular cigarettes.

83%

In order to ensure adult smokers have access to alternatives, e-cigarettes and heated tobacco products should be available at shops and kiosks and not only sold in pharmacies.

81%

Use of alternative products like e-cigarettes and heated tobacco products should be allowed in regulated vaping areas and open-air public places.

79%

Strong support for government action on alternative tobacco products

90%

Say the Philippine government should come up with new ways to reduce the harm caused by smoking cigarettes.

94%
AGREE

The government should enact policies that encourage adult smokers to switch to less harmful alternatives to cigarettes while also ensuring these products are not used by youth.

91%
AGREE

Instead of increasing the minimum age for e-cigarettes and heated tobacco products, the government should focus on better enforcement of the current law to prevent youth usage.

86%
AGREE

If alternative products like e-cigarettes and heated tobacco products are scientifically demonstrated to reduce the risk of smoking-related diseases, they should be taxed less as a way to encourage smokers to fully switch away from cigarettes.