

# Attitudes Among Current & Former Smoke-Free Product Users in India

Results from a nationwide survey of current and former smoke-free users show the 2019 ban on the sale of smoke-free products was ineffective at eliminating the use of these products. Further, results show the products are used for reasons that benefit society, and there is strong support for access to them. In fact, users of these products rate them highly and believe they should be just as accessible as cigarettes.

## Few stopped using smoke-free products after the 2019 ban

This survey reveals very little evidence that people stopped using smoke-free products following the ban:

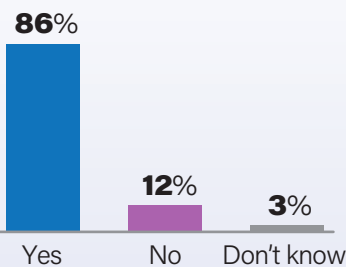
**85%**

Percentage who report being a smoke-free user before and after the ban

## Most have positive views of smoke-free products

Nearly nine-in-ten respondents believe smoke-free products are a better alternative to cigarettes:

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



This viewpoint is the driving reason for using smoke-free products – when respondents were asked the main reason that they use e-cigarettes or heated tobacco products, the top reason is that the products are a better alternative to smoking cigarettes, bidis or pipe (45%), with the second reason being that the products are a healthier alternative (18%).

## Support for Government Action

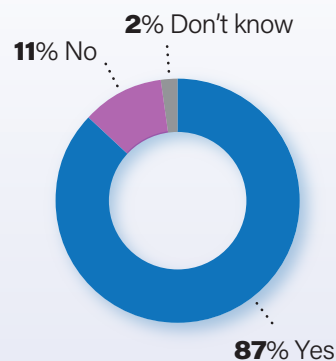
**95%**

of respondents think that the government should come up with new ways to reduce the harm caused by smoking cigarettes.

## Strong support for access to smoke-free products

Nearly nine-in-ten respondents believe smoke-free products should be just as accessible to adult smokers as regular cigarettes:

Do you believe that products like e-cigarettes and heated tobacco products should be just as accessible to adult smokers as regular cigarettes?



## Access to smoke-free products could lead to fewer smokers

**92%**

of current users of cigarettes or other types of tobacco products say they would consider switching to a smoke-free alternative product if it were legal, met quality and safety standards, and were conveniently available.