

HONG KONG RRP SURVEY: 2018

KEY SPECIFICATIONS

AUDIENCE: LEGAL AGE, GENERAL POPULATION ADULTS

SAMPLE SIZE: Main Adult (n=1000)

METHOD: ONLINE

RESEARCH SUPPLIER: IPSOS

COMMISSIONING ORGANIZATION: factasia.org

S1. First, how old are you?

0%	Under 18	(TERMINATE)
9%	18-24	
8%	25-29	
9%	30-34	
9%	35-39	
11%	40-44	
7%	45-49	
27%	50-54	
12%	55-59	
7%	60-64	
1%	65 or older	

S2. Next, what is your gender?

45%	Male
55%	Female

Are you – or is any member of your immediate family – currently employed with/as:

- 1 Yes
- 2 No

(RANDOMIZE)

	% YES	%No
S3. An advertising or public relations agency	0%	100%
S4. A newspaper, radio, or television station	0%	100%
S5. A market research or opinion research firm	0%	100%
S6. An elected official	0%	100%
S7. A senior or policy making role in government	0%	100%

[IF YES TO ANY S3-S7: TERMINATE]

For each of the following products, please indicate whether you are a regular user, an occasional user, a former user, or a complete non-user.

- 1 Regular user
- 2 Occasional user
- 3 A former user
- 4 A complete non-user

(RANDOMIZE)	Regular	Occasional	Former	Non-user
S8. Cigarettes	10%	8%	14%	69%
S9. Cigars	0.04%	5%	10%	85%
S10. Pipes	0.5%	3%	6%	91%
S11. Shisha/Waterpipe	0.3%	5%	8%	87%
S12. E-cigarettes	1%	8%	8%	84%
S13. Heated tobacco products	2%	6%	7%	85%

Q1. Have you recently seen, read, or heard anything about e-cigarettes?

- 54% Yes
- 38% No
- 8% Unsure (vol.)

[IF Q1="YES", ASK: n=576]

Q1a. And where have you recently seen, read, or heard about e-cigarettes? Please check all that apply.

- 38% Print media
- 45% Broadcast media
- 46% Internet news sites
- 37% Social media (i.e. Facebook, Twitter)
- 0.1% E-cigarette user group (SPECIFY)
- 34% Your personal environment such as family, friends, and colleagues
- 2% Unsure (vol.)

[IF Q1="YES", ASK: n=576]

Q1b. And, did what you see, read, or hear about e-cigarettes cause you to view the product more positively, more negatively, or did it have no impact?

- 18% More positively
- 37% More negatively
- 45% No impact

Q2. Regardless of whether you have recently seen, read, or heard, something about e-cigarettes, how familiar would you say you are with e-cigarettes?

- 3% Very familiar
- 35% Somewhat familiar
- 30% Not very familiar
- 28% Not at all familiar
- 4% Unsure (vol.)

As you may know, e-cigarettes are battery powered devices that vaporize nicotine liquid to create an inhalable aerosol. E-cigarettes do not contain tobacco leaf and come in various shapes and sizes, and can be disposable, rechargeable, or refillable.

Q3. And, do you know whether or not e-cigarettes are legally sold in your country? If you don't know or are unsure, please indicate accordingly.

38%	Legal
25%	Illegal
37%	Unsure

Switching topics...

Q4. Have you recently seen, read, or heard anything about heated tobacco products?

28%	Yes
63%	No
9%	Unsure

[IF Q4="YES", ASK: n=312]

Q4a. And where have you recently seen, read, or heard about heated tobacco products? Please check all that apply.

40%	Print media
45%	Broadcast media
46%	Internet news sites
41%	Social media (i.e. Facebook, Twitter)
0%	E-cigarette user group (SPECIFY)
30%	Your personal environment such as family, friends, and colleagues
2%	Unsure (vol.)

[IF Q4="YES", ASK: n=312]

Q4b. And, did what you see, read, or hear about heated tobacco products cause you to view the product more positively, more negatively, or did it have no impact?

14%	More positively
34%	More negatively
52%	No impact

Q5. Regardless of whether you have recently seen, read, or heard something about heated tobacco products, how familiar would you say you are with heated tobacco products?

3%	Very familiar
21%	Somewhat familiar
28%	Not very familiar
44%	Not at all familiar
3%	Unsure

As you may know, heated tobacco products are battery powered systems that heat tobacco instead of burning it to create an inhalable aerosol.

Q6. And, do you know whether or not heated tobacco products are legally sold in your country? If you don't know or are unsure, please indicate accordingly.

27%	Legal
22%	Illegal
51%	Unsure

In the next section of this survey, you'll be asked a number of questions related to e-cigarettes and heated tobacco products. The following provides some background on these products:

In Europe and the USA, e-cigarettes are widely available and millions of people use them. Public health experts agree that they are probably much less harmful than cigarette smoking because they do not burn tobacco. Some public health experts believe they should be widely available for smokers to use instead of cigarettes. While others think they are not an effective method for smoking cessation and are concerned they could be a "gateway" to smoking among youth.

Heated tobacco products are available in Japan, Korea, and more than 30 other countries in Europe, North America, Africa, and Asia. The companies that manufacture these products have said they significantly reduce the harmful chemicals formed when tobacco is burned in a cigarette and have the potential to reduce the health risk of smoking in smokers who switch to them. Independent reviews of the available evidence by government agencies in the UK, the USA, and elsewhere have confirmed that potential but acknowledge the lack of long-term evidence. Some public health experts believe they should be widely available for smokers to use instead of cigarettes. While others think they are not an effective method for smoking cessation and are concerned they could be a "gateway" to smoking among youth.

You will now be shown a number of statements made about e-cigarettes and heated tobacco products. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 5 Unsure (vol.)

(RANDOMIZE)

[QUESTIONS TO ASK TO ALL]

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure (vol.)
Q7. E-cigarettes represent a positive alternative to today's conventional cigarettes.	7%	33%	16%	28%	15%
Q8. Heated tobacco products represent a positive alternative to today's conventional cigarettes.	5%	29%	19%	28%	19%
Q9. It would be wrong for the Government to prevent or delay the introduction of less harmful alternatives to cigarettes for adult smokers.	10%	28%	22%	22%	18%
Q10. Through tax and regulatory policies, the Government should encourage adult smokers to switch to less harmful alternatives to cigarettes and ensure they are not used by youth.	28%	37%	12%	14%	9%
Q11. If a new product is scientifically proven to have the potential to reduce the risk of smoking as compared to conventional cigarettes, adult smokers should have the right to access this information.	22%	48%	9%	10%	11%

[QUESTIONS TO ASK TO COMBUSTIBLE TOBACCO USERS ONLY – PROGRAMMING NOTE:
 IF ((S8 (CIGARETTES)=“REGULAR” OR “OCCASIONAL” USER) OR
 (S9 (CIGARS)=“REGULAR” OR “OCCASIONAL” USER) OR
 (S10 (PIPES)=“REGULAR” OR “OCCASIONAL” USER) OR
 (S11 (SHISHA/WATER PIPE)=“REGULAR” OR “OCCASIONAL” USER)) AND
 (S12 (E-CIGARETTES)=“FORMER” OR “COMPLETE NON-USER”) AND
 (S13 (HEATED TOBACCO PRODUCTS)=“FORMER” OR “COMPLETE NON-USER”) n=119)

Q12. I would consider switching to e-cigarettes if they were legally available, met quality and safety standards, and were conveniently available like regular tobacco products.

Q13. I would consider switching to heated tobacco products if they were legally available, met quality and safety standards, and were conveniently available like regular tobacco products.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure (vol.)
Q12. I would consider switching to e-cigarettes if they were legally available, met quality and safety standards, and were conveniently available like regular tobacco products.	17%	53%	12%	12%	7%
Q13. I would consider switching to heated tobacco products if they were legally available, met quality and safety standards, and were conveniently available like regular tobacco products.	16%	36%	22%	11%	16%

[QUESTIONS TO ASK TO CURRENT NON-USERS ONLY – PROGRAMMING NOTE:
 IF ((S8 (CIGARETTES)=“FORMER” OR “COMPLETE NON-USER”) AND
 (S9 (CIGARS)=“FORMER” OR “COMPLETE NON-USER”) AND
 (S10 (PIPES)=“FORMER” OR “COMPLETE NON-USER”) AND
 (S11 (SHISHA/WATER PIPE)=“FORMER” OR “COMPLETE NON-USER”) AND
 (S12 (E-CIGARETTES)=“FORMER” OR “COMPLETE NON-USER”) AND
 (S13 (HEATED TOBACCO PRODUCTS)=“FORMER” OR “COMPLETE NON-USER”) n=725)

Q14. I would consider encouraging cigarette smokers I know to consider switching to e-cigarettes.

Q15. I would consider encouraging cigarette smokers I know to consider switching to heated tobacco products.

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Unsure (vol.)
Q14. I would consider encouraging cigarette smokers I know to consider switching to e-cigarettes.	4%	19%	17%	40%	20%
Q15. I would consider encouraging cigarette smokers I know to consider switching to heated tobacco products.	2%	15%	19%	40%	24%

[IF S12 (E-CIGARETTES) = 'REGULAR USER' OR 'OCCASIONAL USER', ASK: n=122]

D1. How long have you used e-cigarettes?

9%	Less than 3 months
16%	3 to 6 months
25%	6 to 9 months
21%	9 to 12 months
8%	12 to 18 months
6%	18 to 24 months
10%	Longer than 24 months
4%	Unsure (vol.)

[IF S12 (E-CIGARETTES) = 'REGULAR USER' OR 'OCCASIONAL USER', ASK: n=122]

D2. Why did you start using e-cigarettes? (CHECK ALL THAT APPLY)

26%	Price
51%	Convenience
57%	As a potentially safer alternative to regular cigarettes
29%	Flavours
21%	To help me stop smoking cigarettes
0.5%	Other (SPECIFY)
1%	Unsure (vol.)

[IF S12 (E-CIGARETTES) = 'REGULAR USER' OR 'OCCASIONAL USER', ASK: n=122]

D3. Where do you predominately buy your e-cigarettes?

14%	Convenience store
8%	Grocery
5%	Kiosk
35%	Specialty e-cigarette store
34%	Internet/Online store
1%	Other (SPECIFY)
4%	Unsure (vol.)

[IF S12 (E-CIGARETTES) = 'OCCASIONAL USER', ASK: n=99]

D4. What has kept you from using e-cigarettes more?

21%	Flavour
31%	Price
52%	Accessibility to e-cigarettes
17%	Have not found them to be suitable alternative to regular cigarettes
1%	Other (SPECIFY)
5%	Unsure (vol.)

[IF S13 (HEATED TOBACCO PRODUCTS) = 'REGULAR USER' OR 'OCCASIONAL USER', ASK: n=104]

D1a. How long have you used heated tobacco products?

15%	Less than 3 months
25%	3 to 6 months
17%	6 to 9 months
17%	9 to 12 months
7%	12 to 18 months
3%	18 to 24 months
8%	Longer than 24 months
8%	Unsure (vol.)

[IF S13 (HEATED TOBACCO PRODUCTS) = 'REGULAR USER' OR 'OCCASIONAL USER', ASK: n=104]

D2a. Why did you start using heated tobacco products? (CHECK ALL THAT APPLY)

21%	Price
44%	Convenience
53%	As a potentially safer alternative to regular cigarettes
30%	Flavours
19%	To help me stop smoking cigarettes
0%	Other (SPECIFY)
3%	Unsure (vol.)

[IF S13 (HEATED TOBACCO PRODUCTS) = 'REGULAR USER' OR 'OCCASIONAL USER', ASK: n=104]

D3a. Where do you predominately buy your heated tobacco products?

17%	Convenience store
7%	Grocery
11%	Kiosk
21%	Specialty store
37%	Internet/Online store
2%	Other (SPECIFY)
5%	Unsure (vol.)

[IF S13 (HEATED TOBACCO PRODUCTS) = 'OCCASIONAL USER', ASK: n=69]

D4a. What has kept you from using heated tobacco products more?

18%	Flavour
31%	Price
57%	Accessibility to heated tobacco products
12%	Have not found them to be suitable alternative to regular cigarettes
0%	Other (SPECIFY)
6%	Unsure (vol.)

D5. EDUCATION

0.1%	Not educated
0.1%	Not complete primary school
0.2%	Completed primary school
5%	Not complete secondary school
32%	Completed secondary school
9%	Not complete post secondary/university
42%	Complete post secondary/university
12%	Completed masters

D6. INCOME

1%	HK\$4,999 or below
0.3%	HK\$5,000 - \$5,999
0.4%	HK\$6,000 - \$6,999
0.2%	HK\$7,000 - \$7,999
0.2%	HK\$8,000 - \$8,999
1%	HK\$9,000 - \$9,999
4%	HK\$10,000 – \$12,499
3%	HK\$12,500 - \$14,999
6%	HK\$15,000 - \$19,999
8%	HK\$20,000 - \$24,999
9%	HK\$25,000 - \$29,999
19%	HK\$30,000 - \$39,999
13%	HK\$40,000 - \$49,999
35%	HK\$50,000 or above