

# Australia Adult Smoker Survey: Results

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## KEY SPECIFICATIONS

**AUDIENCE:** SMOKERS AGED 18+ IN AUSTRALIA

**SAMPLE SIZE:** n=410

**METHOD:** ONLINE

**FIELD DATES:** 27 MAY – 10 JUNE 2015

**RESEARCH SUPPLIER:** IPSOS

**COMMISSIONING ORGANIZATION:** factasia.org

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## EXECUTIVE SUMMARY

The results contained in this report are derived from an online survey conducted from 27 May to 10 June 2015 among adult smokers aged 18+ in Australia. A total of 410 interviews were conducted by Ipsos on behalf of factasia.org. This study carries a margin of error of  $\pm 4.9\%$  at the 95% confidence level.

The research found that even though large majorities of adult smokers are aware of e-cigarettes (61%), familiarity with the product is quite “soft” with only 17% saying they are “very familiar.”

Additionally, the study found adult smokers in Australia have strong opinions regarding the regulation of e-cigarettes. Specifically of note:

- More than eight out of ten adult smokers (84%) agree that “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.”
- 82% agree with the statement “It would be wrong for the government to prevent or delay the introduction of less harmful alternatives to regular cigarettes for adult smokers.”
- Nine out of ten (93%) agree that “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.”

Additionally, support for these measures cut across the political spectrum, with wide ranging agreement among both Liberal and Labor supporters.

Finally, the research also found that three-quarters of adult smokers (75%) agree that “e-cigarettes represent a positive alternative to today’s cigarettes,” and two-thirds (65%) would “consider switching to e-cigarettes if

they were legal, met quality and safety standards, and were conveniently available like regular tobacco products.”

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S1. First, how old are you?

0%	Under 18	(TERMINATE)
15%	18-24	
13%	25-29	
12%	30-34	
11%	35-39	
6%	40-44	
11%	45-49	
8%	50-54	
10%	55-59	
6%	60-64	
8%	65 or older	

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S2. Next, what is your gender?

51%	Male
49%	Female

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

		<u>% YES</u>	<u>% NO</u>
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%

(RANDOMIZE)

[IF YES TO ANY S3-S7: TERMINATE]

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S8. Do you ever use tobacco or nicotine containing products such as cigarettes, cigars, pipes, smokeless tobacco products, shisha, or e-cigarettes?

100% Yes  
0% No (TERMINATE)  
0% Unsure (TERMINATE)

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And, 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. (RANDOMIZE)

		<b>% Regular User</b>	<b>% Occasional User</b>	<b>% Former User</b>	<b>% Complete Non-User</b>
S9.	Cigarettes	75%	20%	3%	2%
S10.	Cigars	7%	22%	10%	61%
S11.	Pipes	6%	13%	12%	70%
S12.	Shisha	5%	17%	6%	72%
S13.	E-cigarettes	7%	23%	11%	59%

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*Thinking about e-cigarettes and other products...*

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

61% Yes  
34% No  
5% Unsure

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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?

17% Very familiar  
46% Somewhat familiar

27%	Not very familiar
10%	Not at all familiar
0%	Unsure

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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.

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

71%	Legal
5%	Illegal
24%	Unsure

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As you may know, 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.

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

		<b>% Str. Agree</b>	<b>% Smwht. Agree</b>	<b>% Smwht. Disagree</b>	<b>% Str. Disagree</b>	<b>% Unsure</b>	<b>% Total Agree</b>	<b>% Total Disagree</b>
Q4.	E-cigarettes represent a positive alternative to today's conventional cigarettes.	25%	50%	12%	5%	9%	75%	17%
Q5.	I would consider switching to e-cigarettes if they were legal, met quality and safety standards, and were conveniently available like regular tobacco products.	23%	42%	13%	11%	10%	65%	24%
Q6.	It would be wrong for the Government to prevent or delay the introduction of less harmful alternatives to cigarettes for adult smokers.	38%	43%	6%	4%	9%	82%	9%
Q7.	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.	40%	44%	6%	4%	6%	84%	10%
Q8.	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.	54%	38%	2%	0%	4%	93%	3%

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*Now, I have just a few more questions for statistical purposes...*

**ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=121**

D1. How long have you used e-cigarettes?

13%	Less than 3 months
17%	3 to 6 months
27%	6 to 9 months
17%	9 to 12 months
10%	12 to 18 months
6%	18 to 24 months
8%	Longer than 24 months
3%	Unsure

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**ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=121**

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

65%	As an alternative to regular cigarettes
38%	Convenience
32%	Price
26%	Flavors
4%	Friends
3%	Smoking cessation
2%	Try something new
1%	Others
4%	Unsure

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**ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=121**

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

27%	Specialty e-cigarette store
25%	Grocery
24%	Convenience store
9%	Internet/Online store
9%	Kiosk
2%	Friends
1%	From other countries
4%	Unsure

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**ASKED AMONG OCCASIONAL E-CIGARETTE USERS; n=94**

D4. What has kept you from using e-cigarettes more? (CHECK ALL THAT APPLY)

40%	Price
36%	Accessibility to e-cigarettes
29%	Have not found them to be suitable alternative to regular cigarettes
20%	Flavor
2%	Don't have the need
1%	Short battery life
15%	Unsure

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D5. Level of Education

4%	Below year 10
28%	Year 10/11/12
24%	Certificate/TAFE
14%	Advanced diploma
20%	Bachelor degree
2%	Graduate diploma/certificate
7%	Postgraduate degree
1%	Refused



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D6. Weekly Household Income

19%	AU\$99 – 599
36%	AU\$600 – 1399
33%	AU\$1400 - 4999
2%	AU\$5000 or more
12%	Refused

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