

2015 ASIAN NATIONS ADULT SMOKER E-CIGARETTE SURVEY |

Hong Kong - RESULTS

5 JULY 2015

KEY SPECIFICATIONS

AUDIENCE: SMOKERS AGED 18+ IN HONG KONG

SAMPLE SIZE: n=414

METHOD: ONLINE

FIELD DATES: 27 MAY – 10 JUNE 2015

RESEARCH SUPPLIER: IPSOS HONG KONG

COMMISSIONING ORGANISATION: factasia.org

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 Hong Kong. A total of 414 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 (89%), familiarity with the product is quite “soft” with only 7% saying they are “very familiar.”

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

- Three-quarters (75%) 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.”
- 62% 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.”
- Nearly nine-in-ten (87%) 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.”

Finally, the research also found that six-in-ten adult smokers (63%) agree that “e-cigarettes represent a positive alternative to today’s cigarettes,” and that two-thirds (66%) 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)
9%	18-24	
12%	25-29	
16%	30-34	
11%	35-39	
26%	40-44	
13%	45-49	
8%	50-54	
1%	55-59	
2%	60-64	
1%	65 or older	

S2. Next, what is your gender?

77%	Male
23%	Female

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

(RANDOMISE)		<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%

(IF YES TO ANY S3-S7: TERMINATE)

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)

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. (RANDOMISE)

		% Regular User	% Occasional User	% Former User	% Complete Non-User
S9.	Cigarettes	54%	39%	4%	3%
S10.	Cigars	3%	35%	16%	46%
S11.	Pipes	1%	13%	7%	79%
S12.	Shisha	3%	18%	12%	67%
S13.	E-cigarettes	4%	22%	15%	59%

Thinking about e-cigarettes and other products...

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

89%	Yes
9%	No
3%	Unsure

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?

7%	Very familiar
57%	Somewhat familiar
33%	Not very familiar
2%	Not at all familiar
1%	Unsure

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 legal in your country? If you don't know or are unsure, please indicate accordingly.

56%	Legal
8%	Illegal
36%	Unsure

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.

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

		% Str. Agree	% Smwht. Agree	% Smwht. Disagree	% Str. Disagree	% Unsure	% Total Agree	% Total Disagree
Q4.	E-cigarettes represent a positive alternative to today's conventional cigarettes.	9%	54%	27%	5%	%	63%	32%
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.	15%	51%	15%	11%	7%	66%	26%
Q6.	It would be wrong for the Government to prevent or delay the introduction of less harmful alternatives to cigarettes for adult smokers.	12%	50%	21%	5%	12%	62%	26%
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.	23%	52%	14%	5%	5%	75%	19%
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.	32%	56%	8%	1%	4%	87%	9%

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

ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=133

D1. How long have you used e-cigarettes?

11%	Less than 3 months
12%	3 to 6 months
15%	6 to 9 months
27%	9 to 12 months
14%	12 to 18 months
9%	18 to 24 months
10%	Longer than 24 months
3%	Unsure

ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=133

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

57%	Convenience
54%	As an alternative to regular cigarettes
34%	Price
19%	Flavours
3%	Other
5%	Unsure

ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=133

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

- 57% Speciality e-cigarette store
 - 20% Convenience store
 - 13% Grocery
 - 3% Kiosk
 - 1% Internet/Online store
 - 5% Unsure
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ASKED AMONG OCCASIONAL E-CIGARETTE USERS; n=110

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

- 29% Flavour
 - 30% Price
 - 48% Accessibility to e-cigarettes
 - 18% Have not found them to be suitable alternative to regular cigarettes
 - 1% Other (SPECIFY)
 - 6% Unsure
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D5. Level of Education

- 7% Not complete secondary school
 - 34% Completed secondary school
 - 12% Not complete post secondary/university
 - 42% Complete post secondary/university
 - 5% Completed masters
-

D6. Monthly Household Income

- 3% HK\$10,000 – \$12,499
 - 3% HK\$12,500 - \$14,999
 - 8% HK\$15,000 - \$19,999
 - 12% HK\$20,000 - \$24,999
 - 9% HK\$25,000 - \$29,999
 - 16% HK\$30,000 - \$39,999
 - 17% HK\$40,000 - \$49,999
 - 30% HK\$50,000 or above
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