

2015 ASIAN NATIONS ADULT SMOKER E-CIGARETTE SURVEY – MACAU

RESEARCH
FINDINGS

OCTOBER 2015

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METHODOLOGY

Sampling universe: Smokers aged 18+ across Macau

Sample size: n=404

Methodology: Telephone interviewing

Field dates: 26 August – 15 September

Margin of error: $\pm 4.9\%$

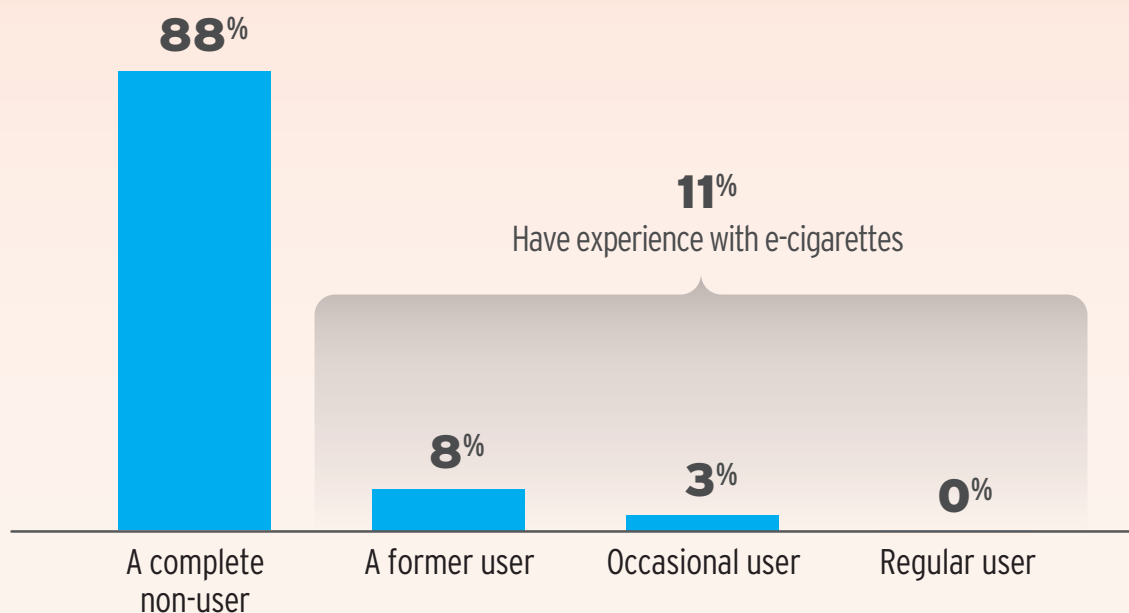
Research agency: Ipsos

Commissioning party: factasia.org



SMOKERS AND E-CIGARETTES IN MACAU

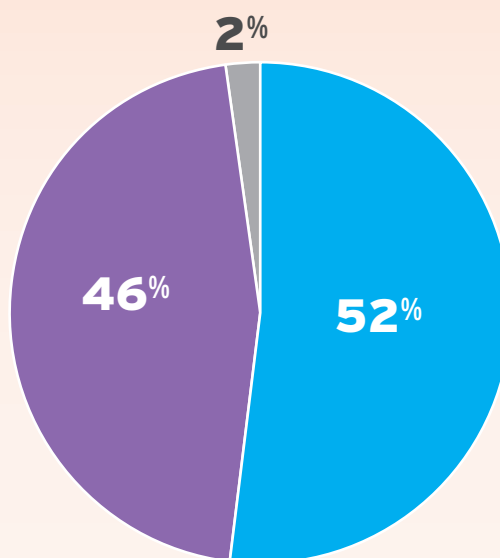
EXPERIENCE OF E-CIGARETTES IN MACAU IS RELATIVELY LOW



Q: For each of the following products [e-cigarettes], please indicate whether you are a regular user, an occasional user, a former user, or a complete non-user.

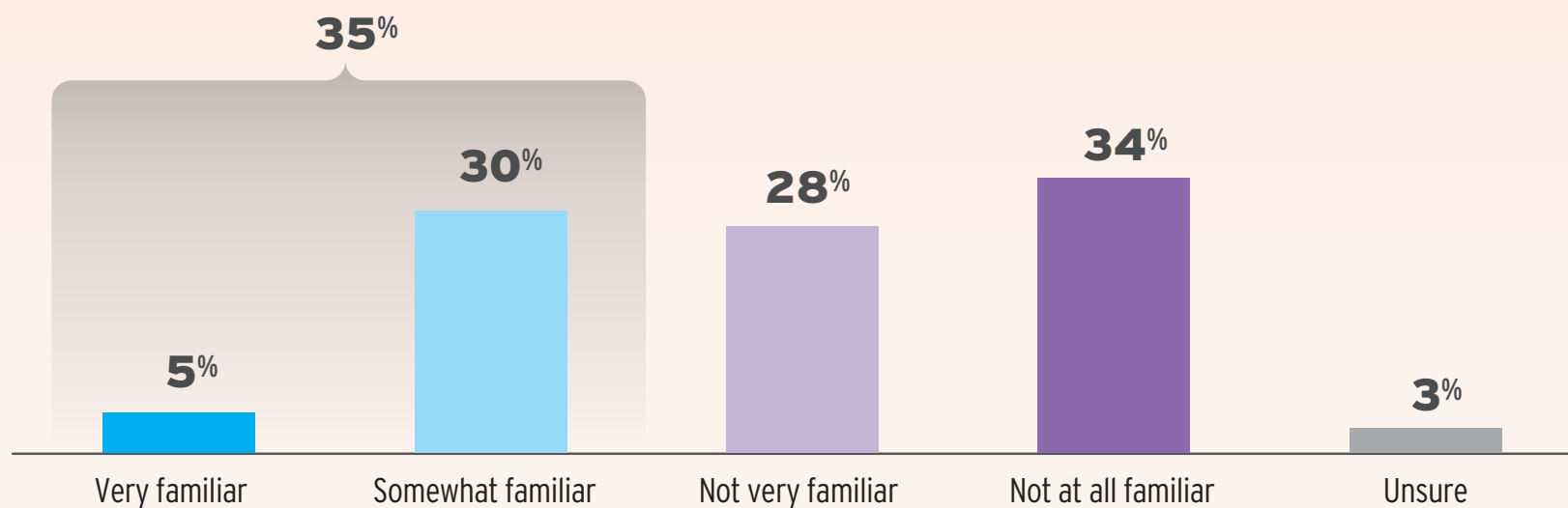
BUT AWARENESS OF E-CIGARETTES IS HIGHER – HALF OF SMOKERS KNOW ABOUT THEM

■ Yes
■ No
■ Unsure



Q: Have you recently seen, read, or heard anything about e-cigarettes?

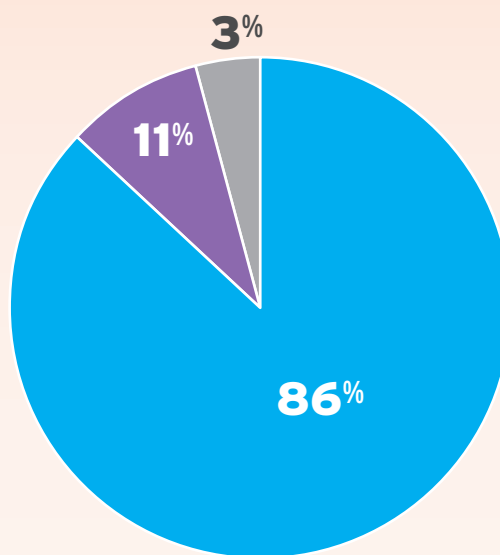
MORE THAN A THIRD OF SMOKERS ARE FAMILIAR WITH E-CIGARETTES



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

NINE OUT OF TEN ADULT SMOKERS SAY THEY SHOULD HAVE THE RIGHT TO INFORMATION ABOUT LESS HARMFUL ALTERNATIVES TO CIGARETTES

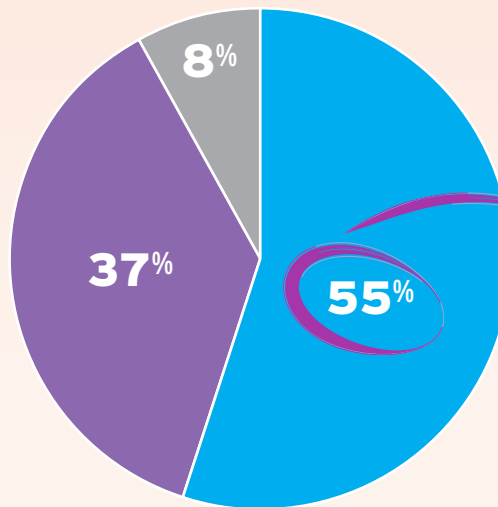
■ Agree
■ Disagree
■ Unsure



Q: Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement:
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.

A MAJORITY (55%) SAY GOVERNMENT WOULD BE WRONG TO PREVENT OR DELAY LEGALISING LESS HARMFUL ALTERNATIVES TO CIGARETTES

■ Agree
■ Disagree
■ Unsure

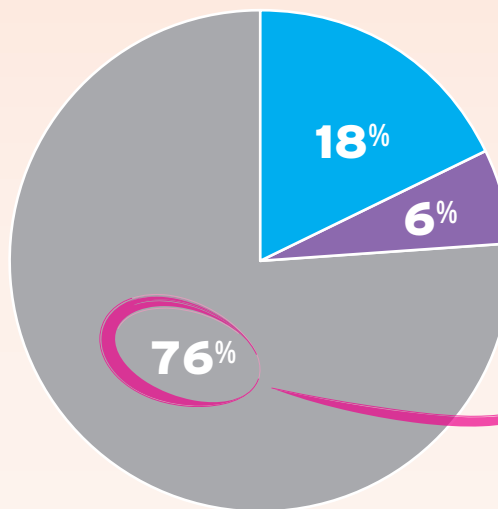


Agreement increases to 62% among those with a secondary degree or higher and to 73% among regular or occasional e-cigarette users.

Q: Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement:
It would be wrong for the Government to prevent or delay the introduction of less harmful alternatives to cigarettes for adult smokers.

THREE-QUARTERS OF SMOKERS ARE UNSURE OF THE LEGAL STATUS OF E-CIGARETTES

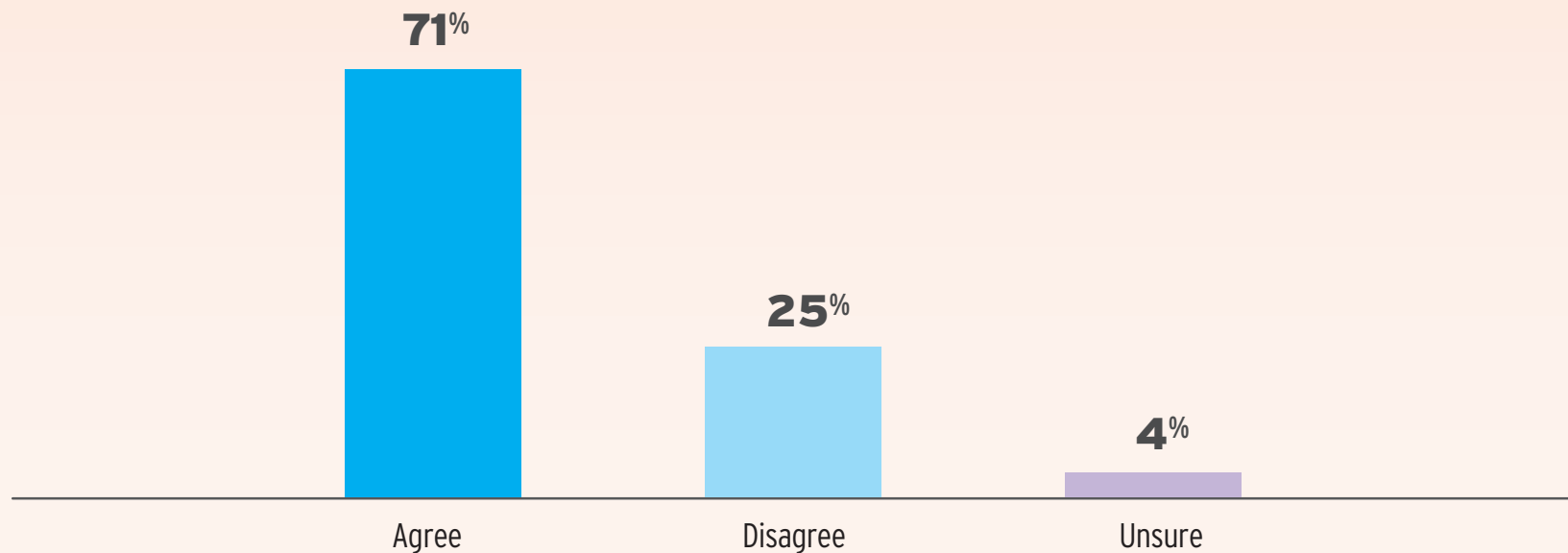
Legal
Illegal
Unsure



Even 60% of regular and occasional e-cigarette users are uncertain as to the legal status of e-cigarettes in Macau.

Q: 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.

A LARGE MAJORITY SAYS THE GOVERNMENT SHOULD ENCOURAGE THEM TO SWITCH TO LESS HARMFUL PRODUCTS BY EASING FISCAL AND REGULATORY POLICIES

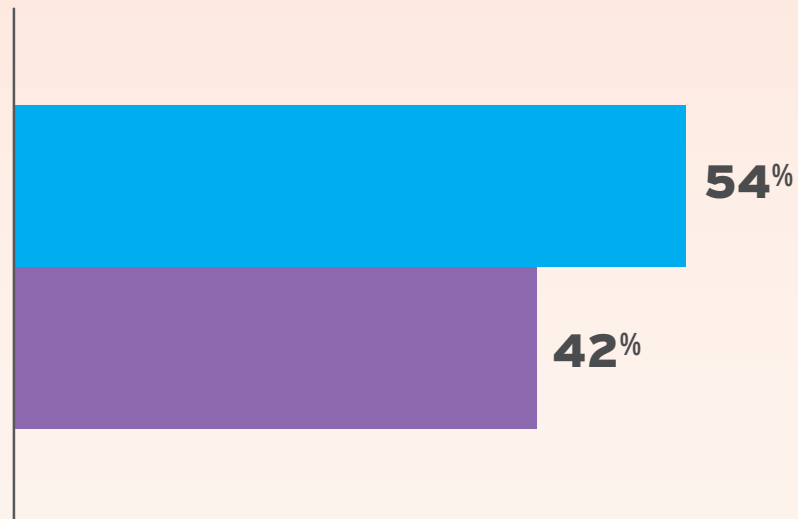


Q: Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement:
Through tax and regulatory policies, the Government should encourage adult smokers to switch to less harmful alternatives to cigarettes and ensure they are not used by youth.

ADULT SMOKERS IN MACAU SAY E-CIGARETTES REPRESENT A POSITIVE ALTERNATIVE TO CIGARETTES.

■ Agree
■ Disagree

E-cigarettes represent a positive alternative to today's conventional cigarettes.

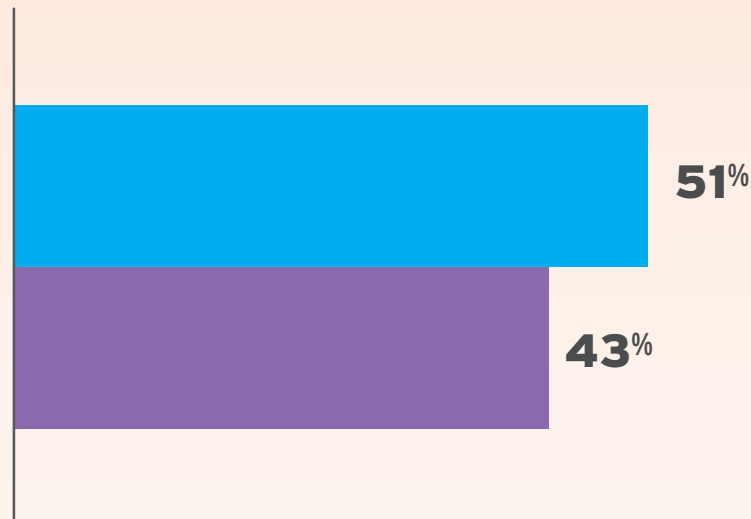


Q: For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

A MAJORITY WOULD CONSIDER SWITCHING TO E-CIGARETTES IF THEY WERE ALLOWED TO

■ Agree
■ Disagree

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



Q: For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

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