

New Zealand Adult Smoker Survey: Results

KEY SPECIFICATIONS

AUDIENCE: SMOKERS AGED 18+ IN NEW ZEALAND

SAMPLE SIZE: n=414

METHOD: ONLINE

FIELD DATES: 27 MAY – 10 JUNE 2015

RESEARCH SUPPLIER: IPSOS

COMMISSIONING ORGANIZATION: 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 New Zealand. 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 (72%), familiarity with the product is quite “soft” with only 17% saying they are “very familiar.”

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

- Eight out of ten adult smokers (80%) 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.”
- 85% 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 all (95%) 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 National and Labour supporters.

For the question asking if “Government should encourage adult smokers to switch to less harmful alternatives to cigarettes and ensure they are not used by youth”, 81 percent of National supporters and 84 percent of Labour supporters agree.

As well, 85 percent of National supporters and 84 percent of Liberal supporters agree that it would be wrong for the government to prevent or delay the introduction of less harmful alternatives to regular cigarettes for adult smokers.”

Finally, the research also found that three-quarters of adult smokers (78%) agree that “e-cigarettes represent a positive alternative to today’s cigarettes,” and two-thirds (63%) would “consider switching to e-cigarettes if they were legal, met quality and safety standards, and were conveniently available like regular tobacco products.”

ABOUT IPSOS

Ipsos ranks third in the global research industry. With a strong presence in 87 countries, Ipsos employs more than 16,000 people and has the ability to conduct research programs in more than 100 countries. Founded in France in 1975, Ipsos is controlled and managed by research professionals. They have built a solid Group around a multi-specialist positioning – Media and advertising research; Marketing research; Client and employee relationship management; Opinion & social research; Mobile, Online, Offline data collection and delivery.

Ipsos is listed on Eurolist - NYSE-Euronext. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

S1. First, how old are you?

0%	Under 18	(TERMINATE)
17%	18-24	
18%	25-29	
10%	30-34	
11%	35-39	
10%	40-44	
7%	45-49	
10%	50-54	
7%	55-59	
4%	60-64	
6%	65 or older	

S2. Next, what is your gender?

50%	Male
50%	Female

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

(RANDOMIZE)		<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. (RANDOMIZE)

		% Regular User	% Occasional User	% Former User	% Complete Non-User
S9.	Cigarettes	68%	22%	6%	4%
S10.	Cigars	2%	21%	9%	67%
S11.	Pipes	3%	9%	10%	79%
S12.	Shisha	3%	22%	5%	70%
S13.	E-cigarettes	6%	23%	10%	61%

Thinking about e-cigarettes and other products...

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

72% Yes
23% No
5% 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?

17% Very familiar
44% Somewhat familiar

28%	Not very familiar
9%	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.

81%	Legal
1%	Illegal
18%	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.	25%	53%	10%	4%	9%	78%	14%
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.	26%	37%	15%	12%	11%	63%	27%
Q6.	It would be wrong for the Government to prevent or delay the introduction of less harmful alternatives to cigarettes for adult smokers.	51%	34%	7%	3%	6%	85%	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.	46%	34%	10%	6%	4%	80%	16%
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.	68%	27%	1%	1%	3%	95%	2%

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

ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=119

D1. How long have you used e-cigarettes?

21% Less than 3 months

20%	3 to 6 months
14%	6 to 9 months
16%	9 to 12 months
9%	12 to 18 months
9%	18 to 24 months
8%	Longer than 24 months
4%	Unsure

ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=119

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

72%	As an alternative to regular cigarettes
30%	Price
24%	Flavors
22%	Convenience
2%	Smoking cessation
2%	Friends
2%	Try something new
2%	More socially accepted
1%	Safety
3%	Unsure

ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=119

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

37%	Specialty e-cigarette store
26%	Convenience store
10%	Internet/Online store
7%	Grocery
5%	Friends
4%	From other countries
3%	Kiosk
2%	Liquor store
2%	Pharmacy
4%	Unsure

ASKED AMONG OCCASIONAL E-CIGARETTE USERS; n=94

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

32%	Have not found them to be suitable alternative to regular cigarettes
26%	Accessibility to e-cigarettes
26%	Price
13%	Flavor
3%	Unsure of quality
2%	Harsh tasting
1%	Don't have the need
1%	Others
13%	Unsure

D5. Level of Education

33%	Level 3 certificate or below
15%	Level 4 certificate
18%	Level 5-6 diploma
20%	Bachelor degree and level 7

6%	Postgraduate/honors degree
5%	Master's degree or above
4%	Refused

D6. Annual Household Income

22%	Under NZ\$31,899
25%	NZ\$31,900 – 56,799
16%	NZ\$56,800 – 87,099
16%	NZ\$87,100 – 131,699
7%	NZ\$131,700 or above
15%	Refused
