

Philippines Adult Smoker Survey: Results

KEY SPECIFICATIONS

AUDIENCE: SMOKERS AGED 18+ IN THE PHILIPPINES

SAMPLE SIZE: n=600

Metro Manila: n=200

Metro Cebu: n=200

Metro Davao: n=200

METHOD: Face-to-face

FIELD DATES: July 26 – August 9, 2016

RESEARCH SUPPLIER: IPSOS

COMMISSIONING ORGANIZATION: factasia.org

EXECUTIVE SUMMARY

The results contained in this report are derived from an face-to-face survey conducted from July 26 – August 9, 2016 among adult smokers aged 18+ in the Philippines. A total of 600 interviews were conducted by Ipsos on behalf of factasia.org. This study carries a margin of error of $\pm 4.0\%$ at the 95% confidence level.

The research found that although two-thirds of all adults (66%) are aware of e-cigarettes, usage is very low (4% regular and occasional users).

Despite low usage, the study found that adult smokers in the Philippines have clear opinions regarding the regulation of e-cigarettes:

- Three-fourths (76%) 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.”
- An even greater majority (86%) agrees that they should be able to access information about alternatives to regular cigarettes if new products are scientifically proven to be less harmful.
- 63% of adult smokers agreed 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 found that seven in ten adult smokers (70%) agree that “e-cigarettes represent a positive alternative to today’s cigarettes,” and also that 70% 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)
18%	18-24	
17%	25-29	
14%	30-34	
13%	35-39	
8%	40-44	
7%	45-49	
8%	50-54	
5%	55-59	
4%	60-64	
5%	65 or older	

S2. Next, what is your gender?

79%	Male
21%	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	90%	8%	0%	2%
S10.	Cigars	1%	1%	5%	93%
S11.	Pipes	1%	2%	7%	90%
S12.	Shisha	0%	1%	7%	92%
S13.	E-cigarettes	1%	3%	11%	85%

Thinking about e-cigarettes and other products...

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

66% Yes
32% No
2% 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?

22% Very familiar
36% Somewhat familiar

11%	Not very familiar
29%	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.

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.	22%	48%	13%	12%	6%	70%	25%
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%	44%	11%	13%	5%	70%	24%
Q6.	It would be wrong for the Government to prevent or delay the introduction of less harmful alternatives to cigarettes for adult smokers.	21%	42%	19%	13%	5%	63%	32%
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.	34%	42%	12%	9%	2%	76%	21%
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.	44%	42%	8%	4%	2%	86%	12%

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

ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=28

D1. How long have you used e-cigarettes?

49%	Less than 3 months
21%	3 to 6 months
4%	6 to 9 months
7%	9 to 12 months
3%	12 to 18 months
4%	18 to 24 months
12%	Longer than 24 months
0%	Unsure

ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=28

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

56%	As an alternative to regular cigarettes
33%	Flavors
10%	Price
4%	Convenience
0%	Other

ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=28

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

61%	Specialty e-cigarette store
25%	Kiosk

7%	Internet/Online store
6%	Convenience store
0%	Grocery
0%	Unsure

ASKED AMONG OCCASIONAL E-CIGARETTE USERS; n=19

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

43%	Price
21%	Accessibility to e-cigarettes
20%	Flavor
6%	Have not found them to be suitable alternative to regular cigarettes
10%	Unsure

D5. Level of Education

7%	Primary or below
52%	Secondary
41%	Tertiary or above

D6. Monthly Household Income

72%	P 25,000 or below
23%	P 25,000 – 75,000
2%	P 75,000 and above
0%	Refused
