

Singapore Adult Smoker Survey: Results

KEY SPECIFICATIONS

AUDIENCE: SMOKERS AGED 18+ IN SINGAPORE

SAMPLE SIZE: n=400

METHOD: ONLINE

FIELD DATES: 18 MAY – 1 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 18 May to 1 June 2015 among adult smokers aged 18+ in Singapore. A total of 400 interviews were conducted by Ipsos on behalf of factasia.org. This study carries a margin of error of $\pm 5.0\%$ at the 95% confidence level.

The study found adult smokers in Singapore have strong opinions regarding the regulation of e-cigarettes. In particular:

- Eight out of ten adult smokers (79%) 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 adult smokers (87%) 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.”
- Nine out of ten (91%) 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.”

In addition, the research also found that eight out of ten adult smokers (79%) agree that “e-cigarettes represent a positive alternative to today’s cigarettes,” and a similar number (81%) 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)
17%	18-24	
21%	25-29	
12%	30-34	
12%	35-39	
17%	40-44	
10%	45-49	
6%	50-54	
2%	55-59	
2%	60-64	
1%	65 or older	

S2. Next, what is your gender?

88%	Male
12%	Female

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%

[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	59%	34%	5%	2%
S10.	Cigars	5%	36%	13%	46%
S11.	Pipes	4%	17%	14%	66%
S12.	Shisha	4%	34%	15%	47%
S13.	E-cigarettes	6%	24%	17%	53%

Thinking about e-cigarettes and other products...

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

79% Yes
18% 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?

15% Very familiar
56% Somewhat familiar

24%	Not very familiar
4%	Not at all familiar
0%	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.

22%	Legal
52%	Illegal
26%	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.	23%	56%	15%	3%	4%	79%	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.	32%	49%	11%	5%	3%	81%	16%
Q6.	It would be wrong for the Government to prevent or delay the introduction of less harmful alternatives to cigarettes for adult smokers.	32%	47%	10%	3%	8%	79%	13%
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.	41%	46%	7%	2%	4%	87%	9%
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.	51%	40%	5%	1%	2%	91%	7%

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

ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=120

D1. How long have you used e-cigarettes?

15%	Less than 3 months
16%	3 to 6 months
15%	6 to 9 months
19%	9 to 12 months
14%	12 to 18 months
9%	18 to 24 months
10%	Longer than 24 months
1%	Unsure

ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=120

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

69%	As an alternative to regular cigarettes
52%	Convenience
31%	Price
31%	Flavors
1%	Friends
1%	No smell
1%	Safety
1%	De-stress
2%	Unsure

ASKED AMONG REGULAR OR OCCASIONAL E-CIGARETTE USERS; n=120

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

51%	Specialty e-cigarette store
17%	Convenience store
8%	Grocery
6%	Kiosk
6%	Internet/Online store
3%	Friends
2%	From other countries
7%	Unsure

ASKED AMONG OCCASIONAL E-CIGARETTE USERS; n=96

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

60%	Accessibility to e-cigarettes
41%	Price
16%	Flavor
13%	Have not found them to be suitable alternative to regular cigarettes
3%	Illegal
1%	Unhealthy
3%	Unsure

D5. Level of Education

1%	Primary or below
13%	Completed secondary school
16%	A level/Junior college
58%	Tertiary/University
12%	Post graduate degree/Completed masters

D6. Monthly Household Income

1%	S\$1000 & below
3%	S\$1001-2000
7%	S\$2001-3000
11%	S\$3001-4000
11%	S\$4001-5000
11%	S\$5001-6000
11%	S\$6001-7000
9%	S\$7001-8000
6%	S\$8001-9000
7%	S\$9001-10,000
22%	S\$10,001 and above
2%	Refused
