

Taiwan Adult Smoker Survey: Results

KEY SPECIFICATIONS

AUDIENCE: SMOKERS AGED 18+ IN TAIWAN

SAMPLE SIZE: n=413

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 Taiwan. A total of 413 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 (70%), familiarity with the product is quite “soft” with only 6% saying they are “very familiar.”

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

- Three-quarters of adult smokers (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.”
- 61% 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 (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.”

Finally, the research also found that six out of ten adult smokers (59%) agree that “e-cigarettes represent a positive alternative to today’s cigarettes,” and two-thirds (65%) 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)
8%	18-24	
10%	25-29	
12%	30-34	
16%	35-39	
21%	40-44	
15%	45-49	
12%	50-54	
5%	55-59	
1%	60-64	
0%	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	67%	26%	5%	1%
S10.	Cigars	1%	34%	14%	51%
S11.	Pipes	1%	16%	11%	71%
S12.	Shisha	2%	11%	9%	78%
S13.	E-cigarettes	4%	25%	8%	63%

Thinking about e-cigarettes and other products...

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

70% Yes
25% No
4% 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?

6% Very familiar
38% Somewhat familiar

37%	Not very familiar
18%	Not at all familiar
2%	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.

36%	Legal
13%	Illegal
51%	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.	13%	46%	23%	8%	10%	59%	31%
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.	17%	48%	17%	9%	9%	65%	26%
Q6.	It would be wrong for the Government to prevent or delay the introduction of less harmful alternatives to cigarettes for adult smokers.	21%	40%	17%	6%	15%	61%	23%
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.	29%	47%	11%	5%	8%	76%	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.	40%	51%	5%	1%	3%	91%	6%

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?

28%	Less than 3 months
27%	3 to 6 months
13%	6 to 9 months
12%	9 to 12 months
9%	12 to 18 months
2%	18 to 24 months
7%	Longer than 24 months
2%	Unsure

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

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

64%	As an alternative to regular cigarettes
44%	Convenience
21%	Price
18%	Flavors
4%	Try something new
2%	Friends
1%	Curiosity
1%	Unsure

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

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

51%	Specialty e-cigarette store
14%	Convenience store
12%	Kiosk
8%	Grocery
6%	Friends
4%	Internet/Online store
5%	Unsure

ASKED AMONG OCCASIONAL E-CIGARETTE USERS; n=103

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

38%	Accessibility to e-cigarettes
37%	Price
27%	Flavor
26%	Have not found them to be suitable alternative to regular cigarettes
1%	Smoking cessation
1%	Unhealthy
1%	Don't have the need
2%	Unsure

D5. Level of Education

1%	Junior high school or below
20%	Secondary high school
78%	Junior college/university or above
0%	Refused

D6. Monthly Household Income

14%	Under NT\$39,999
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26%	NT\$40,000 – 79,999
56%	NT\$80,000 – 199,999
5%	NT\$200,000 and above
3%	Refused
