



PHILIP MORRIS INTERNATIONAL

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# Attitudes to E-Cigarette Regulation Amongst Smokers and E-Cigarette Users

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## August 2015

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# Table of Contents

**METHODOLOGY** ..... 2

**KEY FINDINGS** ..... 3

**ATTITUDES TO E-CIGARETTE REGULATION** ..... 4

    Awareness of, and Knowledge about, E-Cigarettes ..... 4

    General Attitudes to E-Cigarette Regulation ..... 5

    Attitudes amongst E-Cigarette Users and Former Smokers ..... 11

    Attitudes amongst Non E-Cigarette Users ..... 14

**APPENDIX: QUESTIONNAIRE** ..... 18

**APPENDIX: DATA TABLES**..... 23

# Methodology

## Methodology

Populus interviewed 1,083 adults online aged 18+ from across Great Britain between 24<sup>th</sup> and 28<sup>th</sup> July 2015.

All those interviewed were current smokers of cigarettes and / or users of e-cigarettes.

A Nationally Representative sample was drawn from a combination of the Populus Live research panel and Random Online Sampling and participants screened to identify those who were smokers or users of e-cigarettes.

Populus is a founding member of the British Polling Council and abides by its rules, and follows the Market Research Society's Code of Conduct. More information about Populus and the methods we use can be found at [www.populus.co.uk](http://www.populus.co.uk).

Where results do not sum to 100%, this may be due to rounding, the exclusion of 'Don't Know' responses, or multiple answers given.

## Acknowledgements

Populus wishes to thank the 1,083 participants, across Great Britain, who gave generously of their time and thoughts.

## Report Author

Laurence Stellings, Associate Director, Populus

# Key Findings

- Awareness of proposed regulation of e-cigarettes was extremely low. 18% of smokers and e-cigarette users were aware of the Scottish Government’s plans, and just 15% the Welsh Government’s plans. Amongst Scottish smokers and e-cigarette users, a little over one-in-five (22%) were aware of the Scottish Government’s proposals.
- Amongst this audience of cigarette smokers and e-cigarette users, attitudes towards e-cigarettes were generally positive. Three quarters (76%) regarded e-cigarettes as a positive alternative to conventional cigarettes, a figure that increased to 93% amongst users of e-cigarettes. In Scotland, nearly four-in-five (78%) regarded e-cigarettes as a positive alternative to conventional cigarettes.
- Smokers and e-cigarette users strongly supported the provision of information about e-cigarettes to adult smokers. 90% of smokers and e-cigarette users nationally, including 94% of those in Scotland, wanted information about the potential of e-cigarettes to reduce the risk of smoking as compared to conventional cigarettes to be made available once reliable scientific evidence was compiled. Nearly three quarters, 74%, thought it wrong for there to be restrictions on the advertising of new products like e-cigarettes in places like retail shops, leaflets, posters, and brochures.
- Those who had switched from conventional to e-cigarettes were extremely positive about the change. 75% strongly agreed that the change had been a positive one for them, with a further 17% somewhat agreeing. For those who had made the switch, information about the products and advertising in shops, brochures, and billboards was thought important by more than four-in-five (83%) in helping them become familiar with e-cigarettes.
- For those who exclusively used conventional cigarettes, and never e-cigarettes, Government provided information and clarity on the health effects of e-cigarettes and the role they could play in helping to stop smoking conventional cigarettes was important. 61% of smokers, including 69% of those in Scotland, would be more likely to switch to e-cigarettes if such information was provided.
- Smokers and e-cigarette users were divided on the importance of being able to use e-cigarettes in some public places where the smoking of conventional cigarettes was banned. For 55% of e-cigarette users this has been a factor in their change, for 39% it had not played a part. For smokers of conventional cigarettes, 61% felt any ban on the use of e-cigarettes in public places would make them less likely to switch.
- Although smokers and e-cigarette users viewed e-cigarettes generally positively, and wanted information made available to adult smokers, they were also strong supporters of regulation to prevent minors under 18 using e-cigarettes. 82% of Britons, and 85% of those in Scotland, supported such regulation – with e-cigarette users themselves the strongest supporters of restrictions (88% supporting them).

# Attitudes to E-Cigarette Regulation

## Awareness of, and Knowledge about, E-Cigarettes

In total, around three-in-five (62%) smokers and e-cigarette users recalled seeing, reading, or hearing about e-cigarettes recently. This figure did not vary significantly by demographic characteristics like geography, age, or gender. It was, however, noticeably higher amongst those who personally used e-cigarettes (68%) and those with a partner, child over 18, or parent who regularly used e-cigarettes (73%).

Of those recalling seeing, reading or hearing something recently about e-cigarettes, half had done so through broadcast media like TV and radio.

Retail displays and shops were another important source of information; 42% had seen, read, or heard about e-cigarettes in shops, and 37% in retail shops that sold cigarettes and other tobacco products. Those in Scotland were more likely to cite retail shops as a source of information than those in England and Wales.

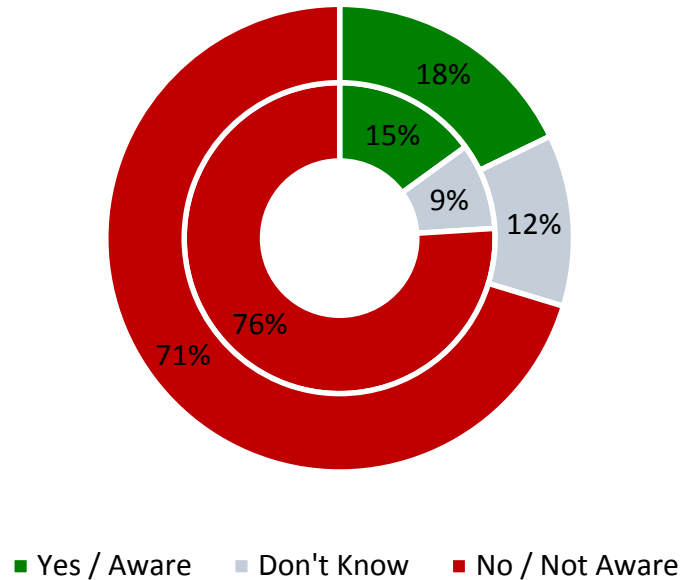
Most – amongst this audience of smokers and e-cigarette users – felt familiar with e-cigarettes. 71% described themselves as being either ‘very’ or ‘somewhat’ familiar with e-cigarettes, a view that did not vary significantly by geography or gender.

Younger adult smokers and younger adult e-cigarette users were more likely to be familiar than older people, however, with 76% of those aged 18-34 describing themselves as familiar with e-cigarettes, compared to 65% of those aged 55+. Similarly, those in socio-economic groups AB and C1 were more likely to be familiar with e-cigarettes than those in group DE, with three-quarters (75%) aware in the former groups and only two thirds (66%) in the latter group.

## General Attitudes to E-Cigarette Regulation

**Q9. Have you specifically heard about the Scottish Government's plans to regulate e-cigarettes?** [Sample = All, 1,083 interviews, Outer circle]

**Q10. And are you aware of the Welsh Government's plans to regulate e-cigarettes?** [Sample = All, 1,083 interviews, Inner circle]



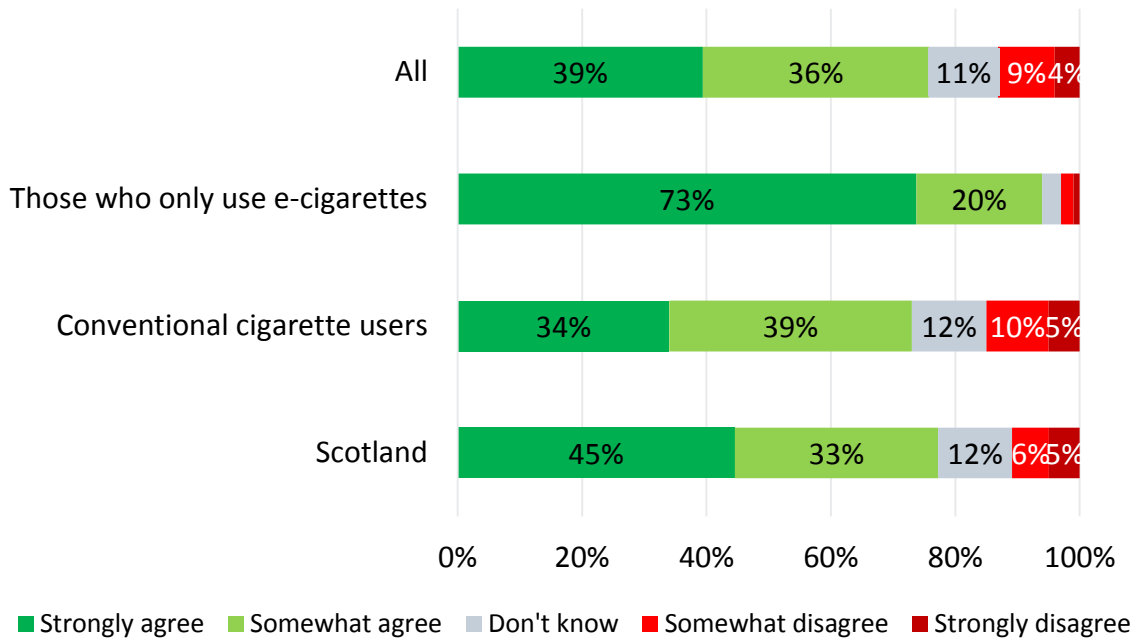
Across both Britain as a whole, and in Scotland and Wales, awareness of proposed regulation of e-cigarettes was extremely low. Overall, 71% were not aware of the Scottish Government's plans to regulate e-cigarettes, and three quarters (76%) were unaware of the Welsh Government's plans.

In Scotland, specifically, just over one-in-five (22%) Scottish smokers and e-cigarette users were aware of proposed regulation by the Scottish Government of e-cigarettes. 63% of Scottish smokers and e-cigarette users were not aware of the Scottish Government's plans.

E-cigarette users were, slightly, more aware of proposed regulation than non-users of e-cigarettes. 22% of e-cigarette users were aware of the Scottish Government's proposals and 20% of the Welsh Government's plans. In contrast, just 13% of non-users of e-cigarettes were aware of plans in Scotland and 9% in Wales.

**Q12. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**E-cigarettes represent a positive alternative to today's conventional cigarettes.** [Sample = All, 1,083 interviews]



In total, three quarters (76%) of smokers and e-cigarette users believed that e-cigarettes represented a positive alternative to conventional cigarettes. Just 13% disagreed.

Perhaps unsurprisingly, those who used e-cigarettes exclusively agreed very much with the statement: nearly three quarters (73%) strongly agreed that e-cigarettes offered a positive alternative, and a further 20% somewhat supported the statement. Fewer than 1-in-20 (3%) e-cigarette users disagreed with the statement.

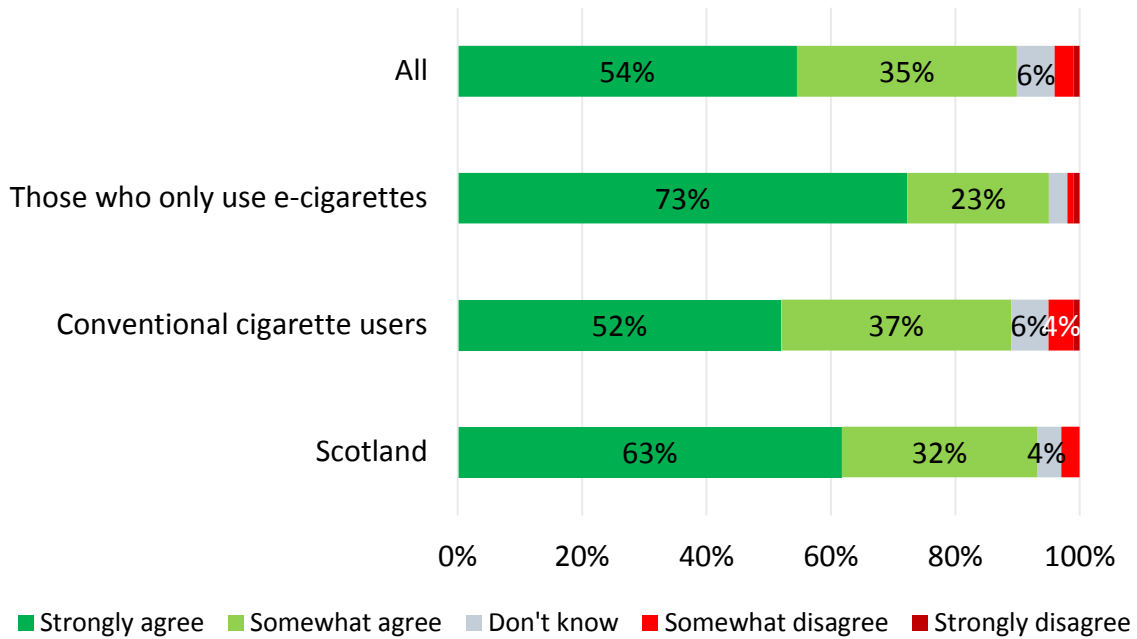
Users of conventional cigarettes tended to agree that e-cigarettes offered a positive alternative too. 34% did so strongly, and 39% somewhat. While the number disagreeing was higher than amongst e-cigarette users, at 14%, it remained a minority.

Attitudes in Scotland very closely matched those in the rest of Britain. In Scotland, nearly four-in-five (78%) agreed that e-cigarettes represented a positive alternative to conventional cigarettes – a figure just two percent higher than that for Great Britain as a whole (at 76%).

Although all age groups agreed that e-cigarettes represented a positive alternative to conventional cigarettes, older smokers and users of e-cigarettes were more likely to view e-cigarettes as a positive alternative than younger adults. 82% of those aged 55+ agreed, compared to 70% amongst those aged 18-34.

**Q13. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Information about e-cigarettes and their potential to reduce the risk of smoking as compared to conventional cigarettes should be widely available to adult smokers provided reliable scientific evidence is available.** [Sample = All, 1,083 interviews]



Of all the statements tested in this section, more smokers and e-cigarette users agreed with this proposition than any other.

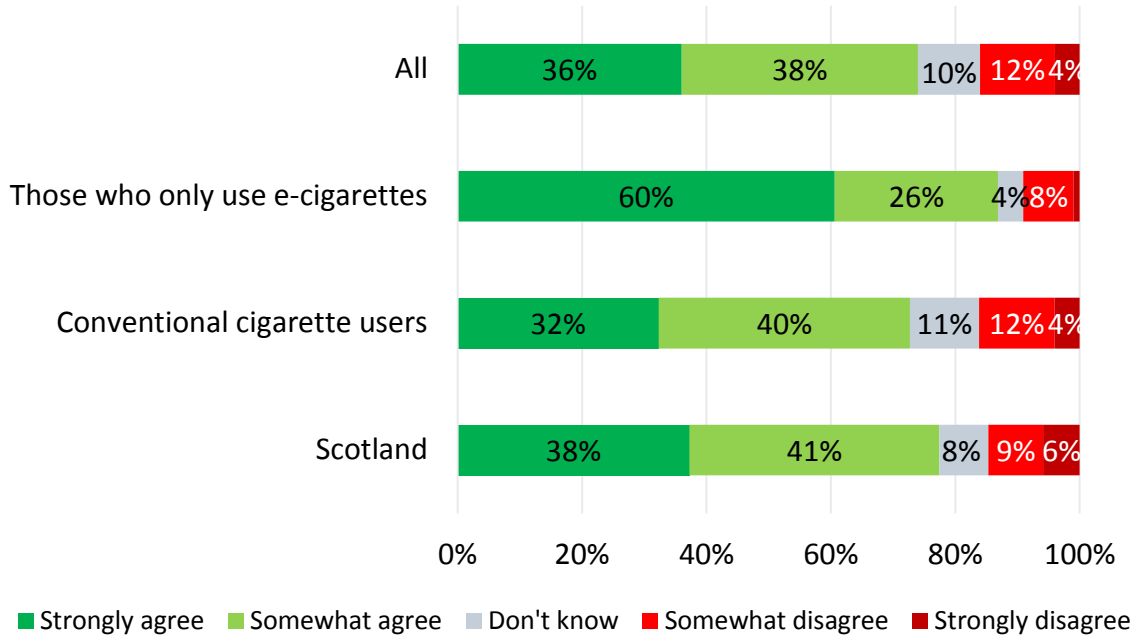
In total, nine-in-ten (90%) agreed that as soon as reliable scientific evidence was available information should be provided to adult smokers on the potential for e-cigarettes to reduce the risk of smoking as compared to conventional cigarettes. More than half (54%) of all smokers and e-cigarette users strongly agreed.

Support in Scotland for information being provided to adult smokers about e-cigarettes and their potential to reduce the risk of smoking as compared to conventional cigarettes once reliable scientific evidence is available exceeded that in the rest of Britain. 94% of Scottish smokers and e-cigarette users agreed, including more than three-in-five (63%) strongly doing so.



**Q14. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**As e-cigarettes are new products, it would be wrong for the Government to restrict the advertisement of these products in places like retail shops, leaflets, posters, and brochures. Adult smokers need to be aware of these products in order to make informed decisions on their use. [Sample = All, 1,083 interviews]**



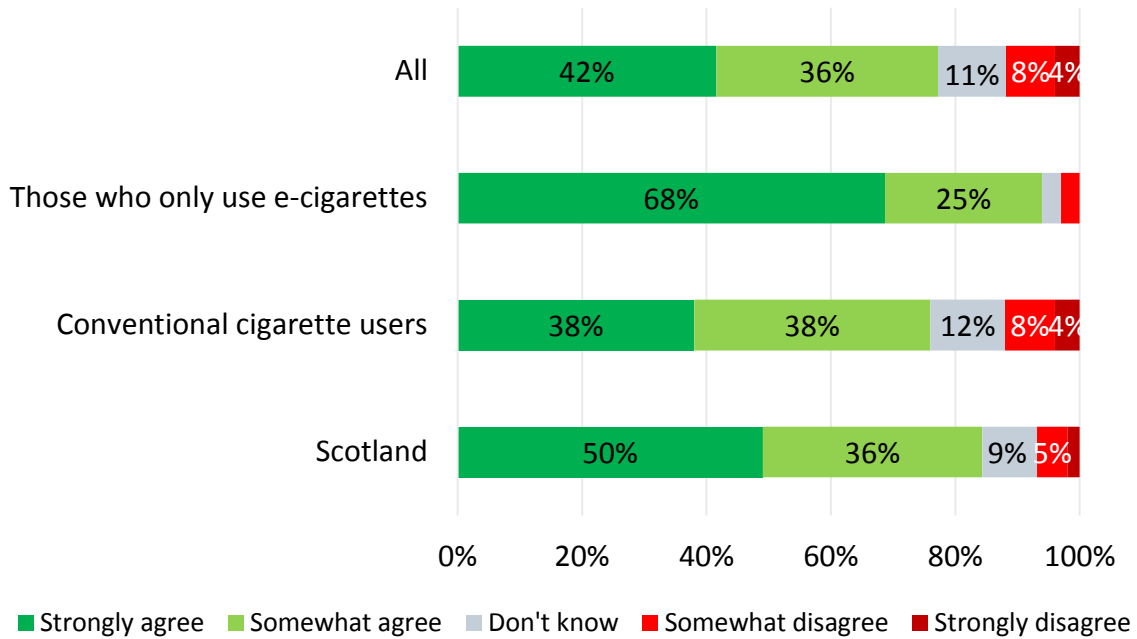
Although of the statements tested in this section this one saw the largest proportion of smokers and e-cigarette users disagreeing with the proposition (at 16%), the majority (74%) still agreed that owing to e-cigarettes’ recent introduction it would be wrong to restrict advertisements of the products in places like shops, leaflets, posters, and brochures.

Existing users of e-cigarettes were particularly concerned about the prospect of advertising of e-cigarettes being restricted. 86% of e-cigarette users agreed that it would be wrong for the Government to restrict advertising, including three-in-five (60%) who did so strongly.

While users of conventional cigarettes felt less strongly on the subject, most were against restrictions on advertising e-cigarettes in shops, leaflets, posters, and brochures. 72% agreed that it would be wrong for the Government to restrict advertising of e-cigarettes, with 17% disagreeing and not objecting to Government restrictions on the advertising of e-cigarettes.

**Q15. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**The Government should do all it can to encourage adult smokers to switch to less harmful alternatives to cigarettes, including lower taxes and less regulation compared to normal cigarettes.** [Sample = All, 1,083 interviews]



More than three quarters (78%) of smokers and e-cigarette users wanted the Government to do all it could to encourage adult smokers to switch to less harmful alternatives to cigarettes, including lowering taxes and regulations for these alternative products as compared to conventional cigarettes.

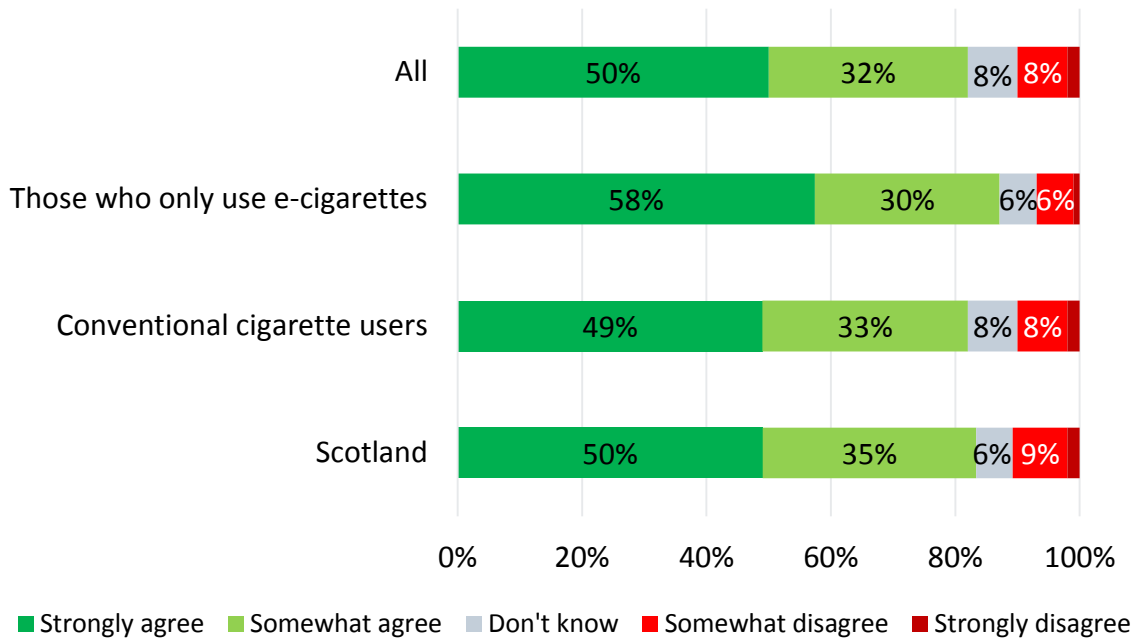
Support was stronger still in Scotland where 85% - around six-in-seven – of smokers and e-cigarette users supported the Government using means like lower taxes and less regulation to encourage adult smokers to switch from conventional cigarettes to less harmful alternatives. Only 6% of Scottish smokers and e-cigarette users disagreed with this approach.

Amongst conventional cigarette users, equal proportions - 38% - strongly and somewhat agreed that Government should encourage adult smokers to switch to less harmful alternatives. Of the remainder, users of conventional cigarettes were split half and half between those who opposed the Government attempting to move adult smokers to less harmful alternatives (12%) and those who did not express an opinion (again, 12%).

E-cigarette users were very strong supporters indeed of the idea – more than two thirds strongly supported the approach (68%), a further quarter somewhat did so (25%), meaning in total 93% of e-cigarette users supported the Government doing all it could to encourage adult smokers to switch to less harmful alternatives to cigarettes, including lower taxes and less regulation compared to normal cigarettes.

**Q16. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**The Government should enact appropriate regulations to ensure e-cigarettes are not used by minors under 18.** [Sample = All, 1,083 interviews]



Smokers of all types, and in all parts of Britain, supported regulation to ensure e-cigarettes were not used by minors under 18.

Across Great Britain as a whole, 82% supported appropriate regulation to ensure e-cigarettes were not used by minors – including half of all smokers and e-cigarette users who strongly wanted to see such regulation in place. Just 10% disagreed that regulations should be enacted to protect under 18s.

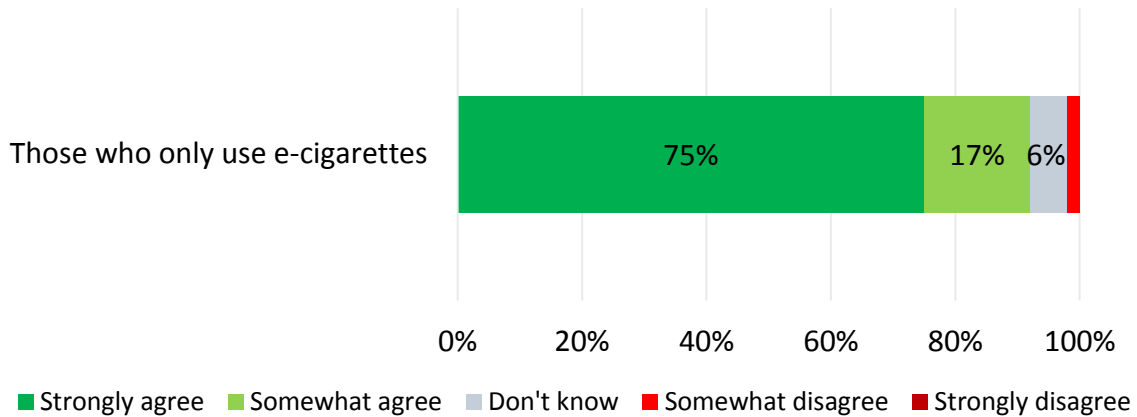
Views in Scotland were very little different to those across Britain as a whole.

Existing users of e-cigarettes were particularly keen to see regulations in place to prevent use by under 18s, with 88% of e-cigarette users supporting such rules – including 58% doing so strongly.

## Attitudes amongst E-Cigarette Users and Former Smokers

**Q17. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**For me, switching to e-cigarettes has been a positive change.** [Sample = Those who only use e-cigarettes having switched from conventional cigarettes, 115 interviews]



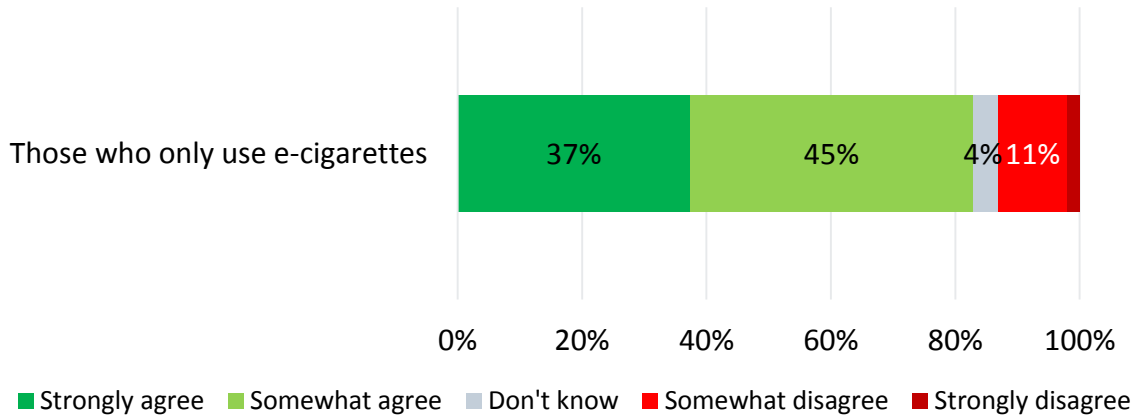
Almost all switchers to e-cigarettes regarded the change from conventional cigarettes as a positive one.

75% of those who only used e-cigarettes strongly agreed that switching from conventional cigarettes to e-cigarettes had been a positive change. A further 17% somewhat agreed – a total of nine-in-ten (92%) e-cigarette users, therefore, described the change as a positive one.

Just one-in-fifty (2%) disagreed, with 6% unsure about whether the change had been a positive one or not.

**Q18. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**When making the switch to e-cigarettes, it was important for me to have access to information about these products and to see advertisements in shops, on billboards, and in brochures. I could only make an informed decision regarding the use of e-cigarettes, once I became familiar with the products.** [Sample = Those who only use e-cigarettes having switched from conventional cigarettes, 115 interviews]



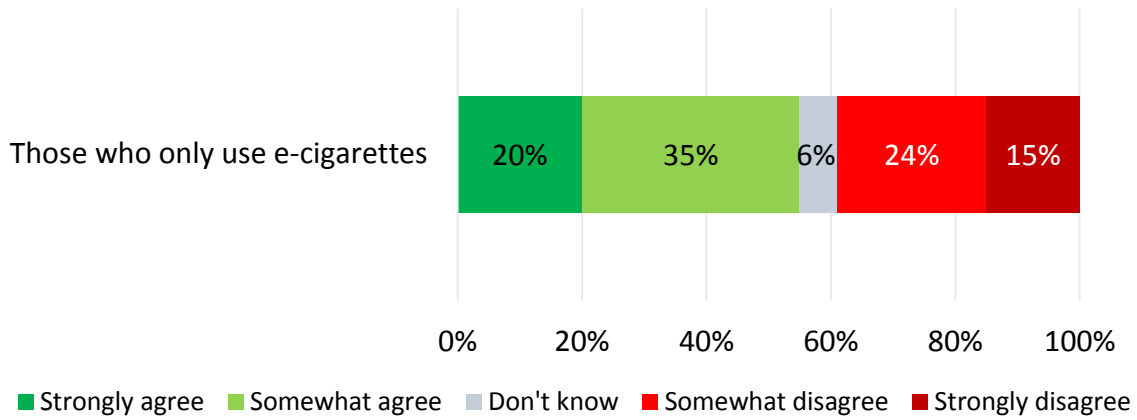
More than four-in-five (83%) switchers from conventional to e-cigarettes regarded the provision of information and advertisements as important in having helped them make a decision to change to e-cigarettes.

37% strongly agreed that when making the switch to e-cigarettes, it was important to them to have access to information about these products and to see advertisements in shops, on billboards, and in brochures in order they could make an informed decision regarding the use of e-cigarettes and become familiar with the products. A further 45% somewhat agreed this had been important.

Around one-in-eight (13%) e-cigarette users did not feel access to information and advertisements had been an important factor in them making the change to e-cigarettes.

**Q19. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**One of the reasons I was interested in switching to e-cigarettes was because their use was allowed in some indoor public places.** [Sample = Those who only use e-cigarettes having switched from conventional cigarettes, 115 interviews]



For those who have switched to e-cigarettes, the ability to smoke in some indoor public places was not a major consideration. Just one-in-five (20%) strongly agreed that using e-cigarettes indoors was one of the reasons they had been interested in switching.

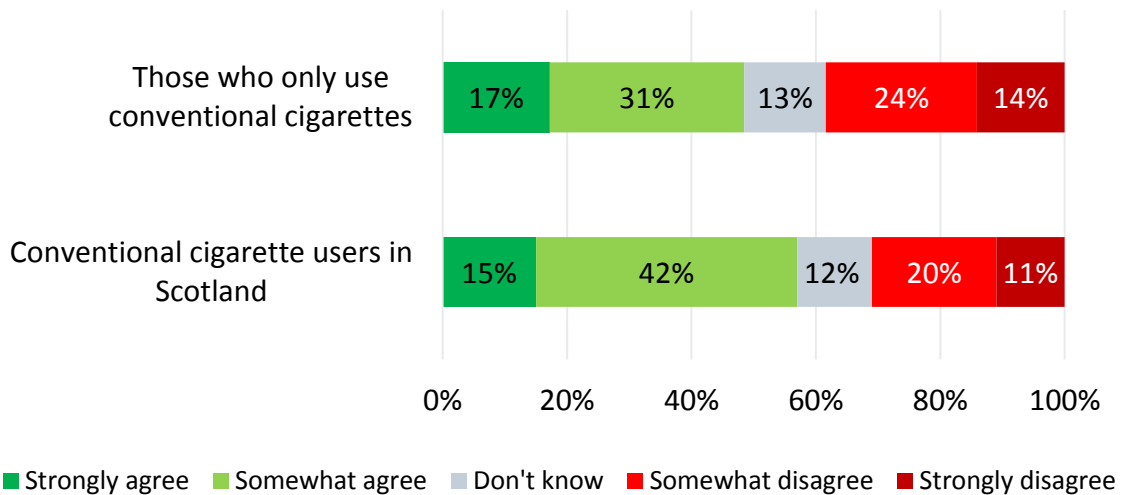
For about twice the number, around two-in-five (39%), the prospect of being able to use e-cigarettes in some public places played no part in making the change to e-cigarettes.

Of the remainder, 35% somewhat agreed that being able to use e-cigarettes indoors had played some part in their change, and 6% did not know.

## Attitudes amongst Non E-Cigarette Users

**Q20. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**As an adult smoker, it is important for me to see advertisements for e-cigarettes in places like shops, billboards, leaflets and brochures. If I decide to switch to e-cigarettes, this is the best way for me to gather information about which products are available and how they operate.** [Sample = Those who only use conventional cigarettes and have never used e-cigarettes, 452 interviews]



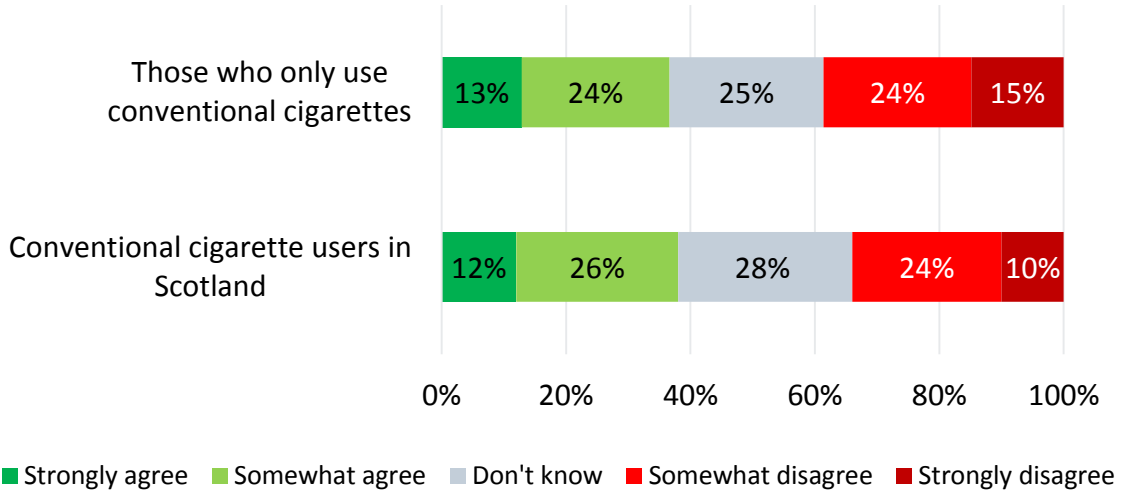
Across Great Britain as a whole, smokers of conventional cigarettes were divided on the importance of advertisements for e-cigarettes. In Scotland, there was a clearer belief in the importance of advertisements for e-cigarettes in places like shops, billboards, leaflets and brochures for informing adult smokers about e-cigarettes and how they operate.

Overall, 48% thought it important that information was available to adult smokers through advertisements in shops, billboards, leaflets and brochures to provide information on e-cigarettes to adult smokers. This figure was 10% higher than those who disagreed, 38% of British smokers. Few felt strongly on either view, however, with only 17% strongly agreeing and 14% strongly disagreeing.

Scottish smokers were, however, stronger believers in the importance of information provision through advertisements for e-cigarettes in places like shops, billboards, leaflets and brochures. More than half, 56%, supported this provision of information, with a little less than a third (31%) disagreeing.

**Q21. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**If the government passed regulations that would ban e-cigarette advertising on billboards, posters, leaflets, and in retail shops, I would be less likely to switch to e-cigarettes.** [Sample = Those who only use conventional cigarettes and have never used e-cigarettes, 452 interviews]



Of all the statements tested, “If the government passed regulations that would ban e-cigarette advertising on billboards, posters, leaflets, and in retail shops, I would be less likely to switch to e-cigarettes”, resulted in the highest levels of don’t know responses. One quarter (25%) overall, and a slightly higher figure of 28% in Scotland, answered that they were uncertain what impact a ban on e-cigarette advertising would have on their likelihood of switching to e-cigarettes.

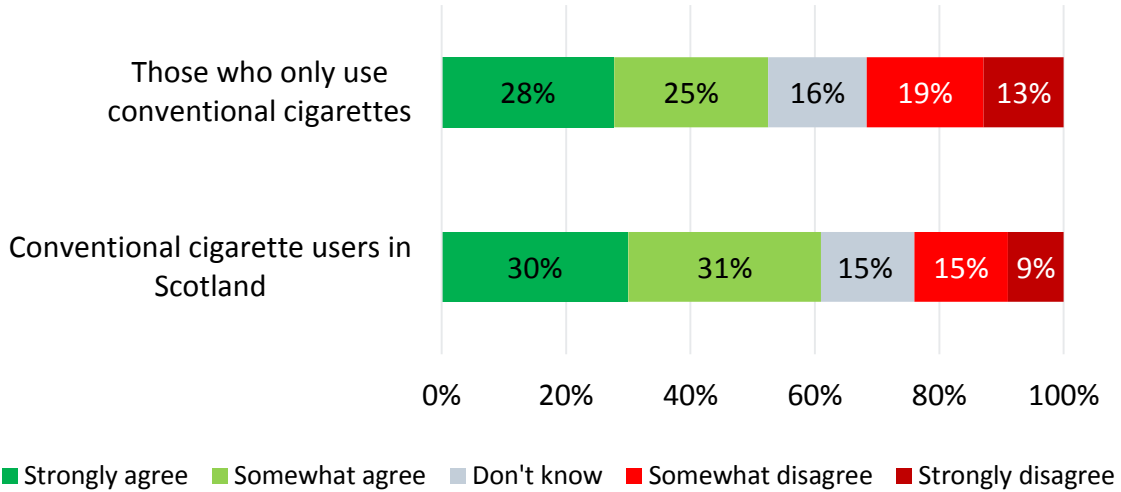
Across Great Britain, smokers of conventional cigarettes divided roughly evenly between those who felt an advertising ban would make them less likely to switch and those who did not. 39% disagreed with the statement, saying that an advertising ban would not make them less likely to switch. 37% agreed with the proposition, feeling that without advertising on billboards, posters, leaflets, and in shops they would be less likely to ever switch.

In Scotland, while opinion was still divided, the balance shifted towards a belief that an e-cigarette advertising ban would make switching less likely. 38% of conventional cigarette smokers in Scotland agreed that a ban on e-cigarette advertising would make them less likely to switch. This figure was 4% higher than the 34% who disagreed saying that an advertising ban would make no difference to their likelihood to switch to e-cigarettes.



**Q22. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Regulations that would ban the use of e-cigarettes in indoor public places and force e-cigarettes to be used only in zones designated to conventional cigarettes would discourage me from switching to these products.** [Sample = Those who only use conventional cigarettes and have never used e-cigarettes, 452 interviews]



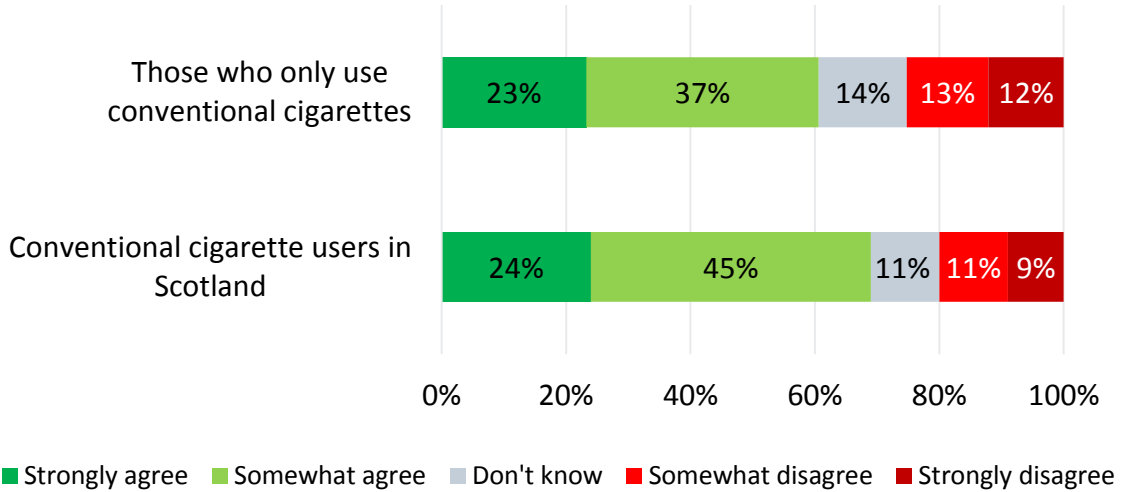
Across Great Britain more than half of users of conventional cigarettes (53%), and more than three-in-five (62%) in Scotland, agreed that restricting the use of e-cigarettes to those areas where the smoking of conventional cigarettes was allowed would discourage them from switching to e-cigarettes.

30% of Scottish smokers strongly agreed, and a further 31% somewhat agreed, that banning the use of e-cigarettes in indoor public places would discourage them from switching from conventional to e-cigarettes. Around a quarter (24%) disagreed that restricting the use of e-cigarettes to those places where conventional cigarettes could be used would have an impact on their likelihood to change product.

Opinion across the rest of Great Britain was a little less certain that an e-cigarette indoor use ban would impact on likelihood to switch to e-cigarettes from conventional cigarettes. Nearly a third (32%) thought a ban on indoor public use of e-cigarettes would not have an impact on the chances of changing from conventional to e-cigarettes. The majority, 53%, however remained of the view that they would be discouraged from switching by place and usage restrictions.

**Q23. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**I would be more likely to switch to e-cigarettes if the Government provided clarity on the health effects of e-cigarettes and the role they can play in quitting smoking conventional cigarettes.** [Sample = Those who only use conventional cigarettes and have never used e-cigarettes, 452 interviews]



Government-provided information on the health effects of e-cigarettes and the role they can play in quitting conventional cigarettes would make three-in-five (61%) smokers more likely to switch to e-cigarettes. In Scotland, this figure increased to more than two thirds (69%).

Across Great Britain, a quarter (25%) of smokers of conventional cigarettes thought that Government provision of information on health effects and the role of e-cigarettes in quitting conventional cigarettes would make no difference to their likelihood to switch to e-cigarettes. 14% did not know what impact clearer Government advice and guidance would have on their likelihood to switch.

Smokers in Scotland were stronger believers in the importance and role of Government-provided information than those elsewhere in Britain. 69% of Scottish smokers said they would be more likely to switch to e-cigarettes if the Government provided clarity on the health effects of e-cigarettes and the role they can play in quitting smoking conventional cigarettes. Just one-in-five (20%) disagreed.

# Appendix: Questionnaire

Please indicate whether you are a regular user, occasional user, former user, or non-user for each of the following products.

- 1 Regular user
- 2 Occasional user
- 3 Former user
- 4 Complete non-user

(RANDOMISE ORDER)

- Q1. E-cigarettes
- Q2. Cigarettes
- Q3. Soft drinks
- Q4. Chocolate
- Q5. Tea
- Q6. Alcohol

**[IF ((Q1=FORMER USER OR NON-USER) AND (Q2=FORMER USER OR NON-USER)):  
TERMINATE INTERVIEW]**

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*Thinking about e-cigarettes in the UK...*

Q7. Have you recently seen, read, or heard anything about e-cigarettes?

- 1 Yes
  - 2 No
  - 3 Unsure
- 

Q8. And where have you recently seen, read, or heard about e-cigarettes? Please check all that apply.

- 1 Print media
- 2 Broadcast media like TV and radio
- 3 Internet news sites
- 4 Social media like Facebook and Twitter
- 5 E-cigarette user groups
- 6 In retail shops that sell e-cigarettes
- 7 In retail shops that sell cigarettes and other tobacco products
- 8 Your personal environment such as family, friends, and colleagues
- 9 Other (SPECIFY)

10 Unsure

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Q9. And have you specifically heard about the Scottish Government's plans to regulate e-cigarettes?

- 1 Yes
  - 2 No
  - 3 Unsure
- 

Q10. And are you aware of the Welsh Government's plans to regulate e-cigarettes?

- 1 Yes
  - 2 No
  - 3 Unsure
- 

Q11. And, regardless of whether you have recently seen, read, or heard something about e-cigarettes, how familiar would you say you are with e-cigarettes?

- 1 Very familiar
  - 2 Somewhat familiar
  - 3 Not very familiar
  - 4 Not at all familiar
  - 5 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.

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You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 5 Unsure

(RANDOMISE ORDER)

- Q12. E-cigarettes represent a positive alternative to today's conventional cigarettes.
- Q13. Information about e-cigarettes and their potential to reduce the risk of smoking as compared to conventional cigarettes should be widely available to adult smokers provided reliable scientific evidence is available.
- Q14. As e-cigarettes are new products, it would be wrong for the Government to restrict the advertisement of these products in places like retail shops, leaflets, posters, and brochures. Adult smokers need to be aware of these products in order to make informed decisions on their use.
- Q15. The Government should do all it can to encourage adult smokers to switch to less harmful alternatives to cigarettes, including lower taxes and less regulation compared to normal cigarettes.
- Q16. The Government should enact appropriate regulations to ensure e-cigarettes are not used by minors under 18.

[IF ((Q1 – E-CIGARETTES = "REGULAR USER" OR "OCCASIONAL USER") AND (Q2 – CIGARETTES = "FORMER USER")), ASK:]

- Q17. For me, switching to e-cigarettes has been a positive change.
- Q18. When making the switch to e-cigarettes, it was important for me to have access to information about these products and to see advertisements in shops, on billboards, and in brochures. I could only make an informed decision regarding the use of e-cigarettes, once I became familiar with the products.
- Q19. One of the reasons I was interested in switching to e-cigarettes was because their use was allowed in some indoor public places.

[IF ((Q2 – CIGARETTES = "REGULAR USER" OR "OCCASIONAL USER") AND (Q1 – E-CIGARETTES = "COMPLETE NON-USER")), ASK:]

- Q20. As an adult smoker, it is important for me to see advertisements for e-cigarettes in places like shops, billboards, leaflets and brochures. If I decide to switch to e-cigarettes, this is the best way for me to gather information about which products are available and how they operate.
- Q21. If the government passed regulations that would ban e-cigarette advertising on billboards, posters, leaflets, and in retail shops, I would be less likely to switch to e-cigarettes.
- Q22. Regulations that would ban the use of e-cigarettes in indoor public places and force e-cigarettes to be used only in zones designated to conventional cigarettes would discourage me from switching to these products.

Q23. I would be more likely to switch to e-cigarettes if the Government provided clarity on the health effects of e-cigarettes and the role they can play in quitting smoking conventional cigarettes.

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*There are just a few final questions for statistical purposes.*

[IF Q1 – E-CIGARETTES="REGULAR USER" OR "OCCASIONAL USER", ASK:]

D1. On average, how much do you spend **per week** on e-cigarette and e-cigarette supplies?

[RECORD AS AMOUNT]

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[IF Q2 – CIGARETTES="REGULAR USER" OR "OCCASIONAL USER", ASK:]

D2. On average, how many cigarettes do you smoke **a day**?

[RECORD AS NUMBER]

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D3. Do you have a partner, child over 18, or parent who **smokes cigarettes** on a daily or weekly basis?

- 1 Yes
  - 2 No
- 

D4. Do you have a partner, child over 18, or parent who **uses e-cigarettes** on a daily or weekly basis?

- 1 Yes
  - 2 No
- 

D5. How interested would you say you are in politics and public policy issues? Would you say you are...

- 1 Very interested
  - 2 Somewhat interested
  - 3 Not very interested
  - 4 Not at all interested
-

D6. In the past week or so, how often would you say you have talked about government, politics, or society with your family, friends, or co-workers?

- 1 Several times
  - 2 Once or twice
  - 3 Not at all
- 

D7. Thinking about national level elections in this country, do you tend to vote in these elections all of the time, most of the time, some of the time, rarely, or never?

- 1 All of the time
  - 2 Most of the time
  - 3 Some of the time
  - 4 Rarely
  - 5 Never
  - 6 Unsure
- 

D8. At the last general election in May, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?

- 1 Voted
  - 2 Did not vote
  - 3 Unsure
- 

[IF D8="VOTED", ASK:]

D9. Which party did you vote for at the last general election in May? Was it...

(RANDOMISE)

- 1 The Conservative Party
- 2 The Labour Party
- 3 The Liberal Democrat Party
- 4 The UK Independence Party or UKIP
- 5 SNP [SCOTLAND ONLY]
- 6 Plaid Cymru [WALES ONLY]
- 7 Another party (SPECIFY)
- 8 Unsure / Don't remember

# Appendix: Data Tables



## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 1  
**S1. Age**  
**Base: All respondents**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
18-24	77 7%	7 4%	29 5%	48 10% <sup>c</sup>	77 32% <sup>fg</sup>	-	-	13 6%	33 13% <sup>hjk</sup>	7 4%	24 6%	7 4%	17 8%	9 7%	8 7%	9 6%	27 10%
25-34	162 15%	33 17%	88 15%	74 15%	162 68% <sup>fg</sup>	-	-	41 19% <sup>k</sup>	42 17%	28 14%	51 12%	33 17% <sup>n</sup>	31 14% <sup>n</sup>	9 7%	14 13%	23 16% <sup>n</sup>	52 19%
35-44	214 20%	30 15%	130 22%	84 17%	-	214 47% <sup>eg</sup>	-	42 19%	46 19%	50 25% <sup>k</sup>	76 18%	30 15%	52 24% <sup>l</sup>	28 21%	28 25% <sup>l</sup>	28 20%	48 17%
45-54	245 23%	49 25%	152 25% <sup>d</sup>	93 19%	-	245 53% <sup>eg</sup>	-	38 18%	52 21%	54 27% <sup>h</sup>	101 24%	49 25%	51 23%	30 23%	26 23%	35 25%	54 19%
55-64	208 19%	49 25%	117 19%	91 19%	-	-	208 54% <sup>ef</sup>	41 19%	36 15%	32 16%	98 23% <sup>ij</sup>	49 25% <sup>m</sup>	36 16%	27 20%	17 15%	23 16%	56 20%
65+	177 16%	32 16%	86 14%	91 19% <sup>c</sup>	-	-	177 46% <sup>ef</sup>	41 19%	37 15%	27 14%	72 17%	32 16%	33 15%	29 22%	19 17%	22 16%	42 15%
Mean	47.88	49.30	48.07	47.63	27.55	45.07 <sup>e</sup>	63.84 <sup>ef</sup>	47.90	45.22	47.82	49.42 <sup>i</sup>	49.30	47.00	50.36 <sup>m</sup>	48.19	47.45	46.46
Standard deviation	14.70	13.56	13.87	15.69	4.50	5.77	5.91	15.53	15.79	12.96	14.21	13.56	14.73	14.10	14.46	14.89	15.60
Standard error	0.45	0.96	0.57	0.72	0.29	0.27	0.30	1.06	1.01	0.92	0.69	0.96	0.99	1.23	1.37	1.26	0.93

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 1  
**S1. Age**  
**Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
18-24	77 7%	44 8%	33 6%	9 6%	68 7%	9 6%	31 7%	46 7%	17 9%	60 7%
25-34	162 15%	98 18%b	64 12%	24 17%	138 15%	24 17%	73 16%	89 14%	43 24%i	119 13%
35-44	214 20%	104 20%	110 20%	20 14%	194 21%	20 14%	79 18%	135 21%	35 20%	179 20%
45-54	245 23%	112 21%	133 24%	33 23%	212 23%	33 23%	108 24%	137 21%	32 18%	213 24%
55-64	208 19%	106 20%	102 18%	34 24%	174 19%	34 24%	81 18%	127 20%	31 17%	177 20%
65+	177 16%	66 12%	111 20%a	24 17%	153 16%	24 17%	72 16%	105 16%	21 12%	156 17%
Mean	47.88	46.20	49.48a	49.09a	47.69	49.09	47.58	48.08	44.45	48.55h
Standard deviation	14.70	14.62	14.61	15.04	14.65	15.04	14.59	14.79	15.17	14.52
Standard error	0.45	0.64	0.62	1.25	0.48	1.25	0.69	0.58	1.13	0.48

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 2  
**S2. Gender**  
**Base: All respondents**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
Male	602 56%	98 49%	602 100% <sup>d</sup>	-	117 49%	282 61% <sup>eg</sup>	203 53%	134 62% <sup>i</sup>	118 48%	119 60% <sup>i</sup>	230 55%	98 49%	140 64% <sup>lp</sup>	85 64% <sup>lp</sup>	61 54%	73 52%	145 52%
Female	481 44%	102 51%	-	481 100% <sup>c</sup>	122 51% <sup>f</sup>	177 39%	182 47% <sup>f</sup>	82 38%	128 52% <sup>hj</sup>	79 40%	192 45%	102 51% <sup>mn</sup>	80 36%	47 36%	51 46%	67 48% <sup>mn</sup>	134 48%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 2  
**S2. Gender**  
**Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E- Cigarette	
		Users (a)	Non- Users (b)	E-cig- arette switch- ers (c)	Users (d)	Non- Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
Male	602 56%	298 56%	304 55%	82 57%	520 55%	82 57%	216 49%	386 60% <sup>f</sup>	92 51%	510 56%
Female	481 44%	232 44%	249 45%	62 43%	419 45%	62 43%	228 51% <sup>g</sup>	253 40%	87 49%	394 44%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 3

**Q1-Q6. Please indicate whether you are a regular user, occasional user, former user, or non-user for each of the following products.**

**Base: All respondents**

**Summary table**

	<u>Q1. E- cigarettes</u>	<u>Q2. Cigarettes</u>	<u>Q3. Soft drinks</u>	<u>Q4. Chocolate</u>	<u>Q5. Tea</u>	<u>Q6. Alcohol</u>
Base	1083	1083	1083	1083	1083	1083
Regular user	222 20%	725 67%	554 51%	575 53%	696 64%	496 46%
Occasional user	308 28%	214 20%	437 40%	462 43%	217 20%	437 40%
Former user	101 9%	115 11%	43 4%	25 2%	52 5%	68 6%
Complete non-user	452 42%	29 3%	49 5%	21 2%	118 11%	82 8%

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 4

**Q1. Please indicate whether you are a regular user, occasional user, former user, or non-user for each of the following products.**

**Base: All respondents**

**E-cigarettes**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
Regular user	222 20%	44 22%	139 23% <sup>d</sup>	83 17%	50 21%	99 22%	73 19%	49 23%	53 22%	37 19%	83 20%	44 22%	57 26%	40 30% <sup>op</sup>	19 17%	26 19%	36 13%
Occasional user	308 28%	52 26%	159 26%	149 31%	92 38% <sup>fg</sup>	117 25%	99 26%	77 36% <sup>k</sup>	71 29%	63 32% <sup>k</sup>	97 23%	52 26%	63 29%	31 23%	30 27%	36 26%	96 34%
Former user	101 9%	15 8%	59 10%	42 9%	20 8%	48 10%	33 9%	14 6%	29 12%	17 9%	41 10%	15 8%	15 7%	10 8%	13 12%	20 14% <sup>lm</sup>	28 10%
Complete non-user	452 42%	89 45%	245 41%	207 43%	77 32%	195 42% <sup>e</sup>	180 47% <sup>e</sup>	76 35%	93 38%	81 41%	201 48% <sup>hi</sup>	89 45%	85 39%	51 39%	50 45%	58 41%	119 43%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 4

**Q1. Please indicate whether you are a regular user, occasional user, former user, or non-user for each of the following products.**

**Base: All respondents**

**E-cigarettes**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
Regular user	222 20%	222 42% <sup>b</sup>	-	99 69% <sup>ab</sup>	123 13%	99 69% <sup>d</sup>	82 18%	140 22%	80 45% <sup>i</sup>	142 16%
Occasional user	308 28%	308 58% <sup>bc</sup>	-	45 31% <sup>b</sup>	263 28%	45 31%	130 29%	178 28%	70 39% <sup>i</sup>	238 26%
Former user	101 9%	-	101 18% <sup>ac</sup>	-	101 11% <sup>e</sup>	-	39 9%	62 10%	6 3%	95 11% <sup>h</sup>
Complete non-user	452 42%	-	452 82% <sup>ac</sup>	-	452 48% <sup>e</sup>	-	193 43%	259 41%	23 13%	429 47% <sup>h</sup>

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 5

**Q2. Please indicate whether you are a regular user, occasional user, former user, or non-user for each of the following products.**

**Base: All respondents**

**Cigarettes**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
Regular user	725 67%	140 70%	399 66%	326 68%	125 52%	327 71%e	273 71%e	130 60%	160 65%	137 69%	297 70%h	140 70%	149 68%	84 64%	76 68%	95 68%	181 65%
Occasional user	214 20%	32 16%	121 20%	93 19%	81 34%fg	79 17%	54 14%	53 25%k	55 22%	35 18%	71 17%	32 16%	42 19%	21 16%	26 23%	29 21%	64 23%
Former user	115 11%	24 12%	62 10%	53 11%	24 10%	42 9%	49 13%	27 13%	26 11%	20 10%	42 10%	24 12%o	22 10%	24 18%mo	5 4%	14 10%	26 9%
Complete non-user	29 3%	4 2%	20 3%	9 2%	9 4%	11 2%	9 2%	6 3%	5 2%	6 3%	12 3%	4 2%	7 3%	3 2%	5 4%	2 1%	8 3%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**



## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 5

**Q2. Please indicate whether you are a regular user, occasional user, former user, or non-user for each of the following products.**

**Base: All respondents**

**Cigarettes**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
Regular user	725 67%	293 55% <sup>c</sup>	432 78% <sup>ac</sup>	-	725 77% <sup>e</sup>	-	336 76% <sup>g</sup>	389 61%	100 56%	625 69% <sup>h</sup>
Occasional user	214 20%	93 18% <sup>c</sup>	121 22% <sup>c</sup>	-	214 23% <sup>e</sup>	-	71 16%	143 22% <sup>f</sup>	33 18%	181 20%
Former user	115 11%	115 22% <sup>b</sup>	-	115 80% <sup>ab</sup>	-	115 80% <sup>d</sup>	27 6%	88 14% <sup>f</sup>	33 18% <sup>i</sup>	82 9%
Complete non-user	29 3%	29 5% <sup>b</sup>	-	29 20% <sup>ab</sup>	-	29 20% <sup>d</sup>	10 2%	19 3%	13 7% <sup>i</sup>	16 2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 6

**Q3. Please indicate whether you are a regular user, occasional user, former user, or non-user for each of the following products.**

**Base: All respondents**

**Soft drinks**

	Total GB (a)	Total Scot- land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot- land (l)	North England (m)	Mid- lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
Regular user	554 51%	107 54%	313 52%	241 50%	168 70%fg	263 57%g	123 32%	123 57%k	130 53%	99 50%	202 48%	107 54%	123 56%	68 52%	59 53%	69 49%	128 46%
Occasional user	437 40%	73 37%	240 40%	197 41%	65 27%	167 36%e	205 53%ef	79 37%	100 41%	86 43%	171 41%	73 37%	87 40%	52 39%	38 34%	63 45%	124 44%
Former user	43 4%	13 7%	26 4%	17 4%	4 2%	12 3%	27 7%ef	8 4%	8 3%	6 3%	21 5%	13 7%m	4 2%	5 4%	8 7%m	3 2%	10 4%
Complete non-user	49 5%	7 4%	23 4%	26 5%	2 1%	17 4%e	30 8%ef	6 3%	8 3%	7 4%	28 7%h	7 4%	6 3%	7 5%	7 6%	5 4%	17 6%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 6

**Q3. Please indicate whether you are a regular user, occasional user, former user, or non-user for each of the following products.**

**Base: All respondents**

**Soft drinks**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
Regular user	554 51%	309 58% <sup>b</sup>	245 44%	73 51%	481 51%	73 51%	227 51%	327 51%	107 60% <sup>i</sup>	447 49%
Occasional user	437 40%	190 36%	247 45% <sup>a</sup>	61 42%	376 40%	61 42%	183 41%	254 40%	63 35%	374 41%
Former user	43 4%	16 3%	27 5%	5 3%	38 4%	5 3%	16 4%	27 4%	5 3%	38 4%
Complete non-user	49 5%	15 3%	34 6% <sup>a</sup>	5 3%	44 5%	5 3%	18 4%	31 5%	4 2%	45 5%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 7

**Q4. Please indicate whether you are a regular user, occasional user, former user, or non-user for each of the following products.**

**Base: All respondents**

**Chocolate**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
Regular user	575 53%	105 53%	298 50%	277 58% <sup>c</sup>	161 67% <sup>fg</sup>	253 55% <sup>g</sup>	161 42%	117 54%	135 55%	107 54%	216 51%	105 53%	111 50%	68 52%	56 50%	78 56%	157 56%
Occasional user	462 43%	88 44%	278 46% <sup>d</sup>	184 38%	71 30%	192 42% <sup>e</sup>	199 52% <sup>ef</sup>	86 40%	100 41%	86 43%	190 45%	88 44%	101 46%	56 42%	52 46%	57 41%	108 39%
Former user	25 2%	2 1%	15 2%	10 2%	5 2%	10 2%	10 3%	7 3%	7 3%	3 2%	7 2%	2 1%	5 2%	5 4%	1 1%	2 1%	10 4%
Complete non-user	21 2%	5 3%	11 2%	10 2%	2 1%	4 1%	15 4% <sup>ef</sup>	6 3%	4 2%	2 1%	9 2%	5 3%	3 1%	3 2%	3 3%	3 2%	4 1%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 7

**Q4. Please indicate whether you are a regular user, occasional user, former user, or non-user for each of the following products.**

**Base: All respondents**

**Chocolate**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
Regular user	575 53%	311 59%bc	264 48%	65 45%	510 54%e	65 45%	235 53%	340 53%	115 64%i	460 51%
Occasional user	462 43%	198 37%	264 48%a	69 48%a	393 42%	69 48%	192 43%	270 42%	58 32%	404 45%h
Former user	25 2%	15 3%	10 2%	7 5%b	18 2%	7 5%d	10 2%	15 2%	2 1%	23 3%
Complete non-user	21 2%	6 1%	15 3%	3 2%	18 2%	3 2%	7 2%	14 2%	4 2%	17 2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 8

**Q5. Please indicate whether you are a regular user, occasional user, former user, or non-user for each of the following products.**

**Base: All respondents**

**Tea**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
Regular user	696 64%	123 62%	388 64%	308 64%	153 64%	286 62%	257 67%	145 67%	159 65%	132 67%	260 62%	123 62%	148 67%	85 64%	75 67%	82 59%	183 66%
Occasional user	217 20%	46 23%	114 19%	103 21%	56 23%g	102 22%g	59 15%	47 22%	54 22%	36 18%	79 19%	46 23%o	43 20%o	26 20%	12 11%	33 24%o	57 20%
Former user	52 5%	11 6%	31 5%	21 4%	11 5%	23 5%	18 5%	7 3%	12 5%	13 7%	20 5%	11 6%	9 4%	5 4%	9 8%	10 7%	8 3%
Complete non-user	118 11%	20 10%	69 11%	49 10%	19 8%	48 10%	51 13%e	17 8%	21 9%	17 9%	63 15%hij	20 10%	20 9%	16 12%	16 14%	15 11%	31 11%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 8

**Q5. Please indicate whether you are a regular user, occasional user, former user, or non-user for each of the following products.**

**Base: All respondents**

**Tea**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
Regular user	696 64%	369 70% <sup>b</sup>	327 59%	91 63%	605 64%	91 63%	296 67%	400 63%	126 70%	570 63%
Occasional user	217 20%	102 19%	115 21%	31 22%	186 20%	31 22%	80 18%	137 21%	31 17%	186 21%
Former user	52 5%	18 3%	34 6% <sup>a</sup>	5 3%	47 5%	5 3%	22 5%	30 5%	9 5%	43 5%
Complete non-user	118 11%	41 8%	77 14% <sup>a</sup>	17 12%	101 11%	17 12%	46 10%	72 11%	13 7%	105 12%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 9

**Q6. Please indicate whether you are a regular user, occasional user, former user, or non-user for each of the following products.**

**Base: All respondents**

**Alcohol**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
Regular user	496 46%	87 44%	319 53% <sup>d</sup>	177 37%	116 49%	222 48% <sup>g</sup>	158 41%	123 57% <sup>jk</sup>	119 48% <sup>k</sup>	89 45%	164 39%	87 44%	110 50%	59 45%	46 41%	68 49%	126 45%
Occasional user	437 40%	83 42%	212 35%	225 47% <sup>c</sup>	102 43%	172 37%	163 42%	75 35%	100 41%	86 43%	176 42%	83 42%	85 39%	57 43%	44 39%	52 37%	116 42%
Former user	68 6%	13 7%	35 6%	33 7%	10 4%	32 7%	26 7%	9 4%	13 5%	7 4%	39 9% <sup>hj</sup>	13 7%	10 5%	6 5%	8 7%	11 8%	20 7%
Complete non-user	82 8%	17 9%	36 6%	46 10% <sup>c</sup>	11 5%	33 7%	38 10% <sup>e</sup>	9 4%	14 6%	16 8%	43 10% <sup>hi</sup>	17 9%	15 7%	10 8%	14 13%	9 6%	17 6%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**



## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 9

**Q6. Please indicate whether you are a regular user, occasional user, former user, or non-user for each of the following products.**

**Base: All respondents**

**Alcohol**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
Regular user	496 46%	265 50% <sup>b</sup>	231 42%	61 42%	435 46%	61 42%	212 48%	284 44%	90 50%	406 45%
Occasional user	437 40%	202 38%	235 42%	59 41%	378 40%	59 41%	171 39%	266 42%	68 38%	369 41%
Former user	68 6%	28 5%	40 7%	9 6%	59 6%	9 6%	26 6%	42 7%	5 3%	63 7% <sup>h</sup>
Complete non-user	82 8%	35 7%	47 8%	15 10%	67 7%	15 10%	35 8%	47 7%	16 9%	66 7%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 10

**Q7. Thinking about e-cigarettes in the UK. Have you recently seen, read, or heard anything about e-cigarettes?**

**Base: All respondents**

	Total GB (a)	Total Scot- land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot- land (l)	North England (m)	Mid- lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
Yes	667 62%	125 63%	368 61%	299 62%	156 65%	283 62%	228 59%	152 70%k	155 63%k	128 65%k	232 55%	125 63%	133 60%	82 62%	67 60%	90 64%	170 61%
No	293 27%	50 25%	168 28%	125 26%	62 26%	118 26%	113 29%	46 21%	65 26%	48 24%	133 32%h	50 25%	58 26%	34 26%	37 33%	34 24%	80 29%
Don't know	123 11%	25 13%	66 11%	57 12%	21 9%	58 13%	44 11%	18 8%	26 11%	22 11%	57 14%	25 13%	29 13%	16 12%	8 7%	16 11%	29 10%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 10

**Q7. Thinking about e-cigarettes in the UK. Have you recently seen, read, or heard anything about e-cigarettes?**

**Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cigarette switchers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
Yes	667 62%	359 68% <sup>b</sup>	308 56%	99 69% <sup>b</sup>	568 60%	99 69%	281 63%	386 60%	130 73% <sup>i</sup>	537 59%
No	293 27%	117 22%	176 32% <sup>ac</sup>	30 21%	263 28%	30 21%	116 26%	177 28%	34 19%	259 29% <sup>h</sup>
Don't know	123 11%	54 10%	69 12%	15 10%	108 12%	15 10%	47 11%	76 12%	15 8%	108 12%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 11

**Q8. And where have you recently seen, read, or heard about e-cigarettes?****Base: All respondents who recall anything about e-cigarettes**

	Total GB (a)	Total Scot- land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot- land (l)	North England (m)	Mid- lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	667	125	368	299	156	283	228	152	155	128	232	125	133	82*	67*	90*	170
Broadcast media like TV and radio	334 50%	59 47%	198 54%d	136 45%	48 31%	151 53%e	135 59%e	70 46%	69 45%	65 51%	130 56%i	59 47%	71 53%	40 49%	34 51%	44 49%	86 51%
In retail shops that sell e-cigarettes	279 42%	63 50%	157 43%	122 41%	68 44%	117 41%	94 41%	56 37%	71 46%	51 40%	101 44%	63 50%mo	48 36%	41 50% m	23 34%	35 39%	69 41%
In retail shops that sell cigarettes and other tobacco products	246 37%	51 41%	127 35%	119 40%	54 35%	111 39%	81 36%	50 33%	57 37%	55 43%	84 36%	51 41%	51 38%	28 34%	24 36%	34 38%	58 34%
Your personal environment such as family, friends, and colleagues	241 36%	53 42%	131 36%	110 37%	62 40%	102 36%	77 34%	58 38%	63 41%k	52 41%k	68 29%	53 42%	48 36%	34 41%	24 36%	33 37%	49 29%
Print media	207 31%	34 27%	134 36%d	73 24%	50 32%	76 27%	81 36%f	61 40%ik	41 26%	44 34%	61 26%	34 27%	43 32%	30 37%	18 27%	33 37%	49 29%
Internet news sites	177 27%	30 24%	110 30%d	67 22%	55 35%g	80 28%g	42 18%	52 34%k	41 26%	37 29%	47 20%	30 24%	35 26%	18 22%	17 25%	25 28%	52 31%
Social media like Facebook and Twitter	140 21%	28 22%	80 22%	60 20%	57 37%fg	63 22%g	20 9%	31 20%	43 28%j	21 16%	45 19%	28 22%	32 24%	12 15%	14 21%	17 19%	37 22%
E-cigarette user groups	56 8%	13 10%	39 11%d	17 6%	19 12%g	27 10%g	10 4%	12 8%	15 10%	15 12%	14 6%	13 10%	14 11%	8 10%	5 7%	6 7%	10 6%
Other (SPECIFY)	22 3%	2 2%	14 4%	8 3%	3 2%	9 3%	10 4%	3 2%	5 3%	7 5%	7 3%	2 2%	1 1%	4 5%	4 6% m	4 4%	7 4%
Don't know	6 1%	- -	2 1%	4 1%	1 1%	4 1%	1 *	1 1%	1 1%	1 1%	3 1%	- -	1 1%	- -	2 3%	2 2%	1 1%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

\* small base

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 11

**Q8. And where have you recently seen, read, or heard about e-cigarettes?****Base: All respondents who recall anything about e-cigarettes**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cigarette switchers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	667	359	308	99*	568	99*	281	386	130	537
Broadcast media like TV and radio	334 50%	169 47%	165 54%	42 42%	292 51%	42 42%	136 48%	198 51%	58 45%	276 51%
In retail shops that sell e-cigarettes	279 42%	149 42%	130 42%	39 39%	240 42%	39 39%	123 44%	156 40%	56 43%	223 42%
In retail shops that sell cigarettes and other tobacco products	246 37%	127 35%	119 39%	36 36%	210 37%	36 36%	109 39%	137 35%	47 36%	199 37%
Your personal environment such as family, friends, and colleagues	241 36%	139 39%	102 33%	45 45%b	196 35%	45 45%d	108 38%	133 34%	59 45%i	182 34%
Print media	207 31%	118 33%	89 29%	32 32%	175 31%	32 32%	95 34%	112 29%	40 31%	167 31%
Internet news sites	177 27%	114 32%b	63 20%	34 34%b	143 25%	34 34%	88 31%g	89 23%	44 34%i	133 25%
Social media like Facebook and Twitter	140 21%	84 23%	56 18%	26 26%	114 20%	26 26%	64 23%	76 20%	38 29%i	102 19%
E-cigarette user groups	56 8%	42 12%b	14 5%	14 14%b	42 7%	14 14%d	26 9%	30 8%	22 17%i	34 6%
Other (SPECIFY)	22 3%	15 4%	7 2%	5 5%	17 3%	5 5%	7 2%	15 4%	2 2%	20 4%
Don't know	6 1%	4 1%	2 1%	2 2%	4 1%	2 2%	3 1%	3 1%	1 1%	5 1%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

\* small base

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 12

**Q9. And have you specifically heard about the Scottish Government's plans to regulate e-cigarettes?**

**Base: All respondents**

	Total GB (a)	Total Scot- land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot- land (l)	North England (m)	Mid- lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
Yes	190 18%	44 22%	128 21% <sup>d</sup>	62 13%	53 22% <sup>g</sup>	85 19% <sup>g</sup>	52 14%	54 25% <sup>jk</sup>	45 18%	31 16%	60 14%	44 22%	39 18%	30 23%	17 15%	23 16%	37 13%
No	767 71% <sup>b</sup>	125 63%	406 67%	361 75% <sup>c</sup>	159 67%	324 71%	284 74%	130 60%	172 70% <sup>h</sup>	144 73% <sup>h</sup>	320 76% <sup>h</sup>	125 63%	165 75% <sup>ln</sup>	86 65%	78 70%	102 73% <sup>l</sup>	211 76%
Don't know	126 12%	31 16%	68 11%	58 12%	27 11%	50 11%	49 13%	32 15%	29 12%	23 12%	42 10%	31 16% <sup>m</sup>	16 7%	16 12%	17 15% <sup>m</sup>	15 11%	31 11%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 12

**Q9. And have you specifically heard about the Scottish Government's plans to regulate e-cigarettes?**

**Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cigarette switchers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
Yes	190 18%	119 22% <sup>bc</sup>	71 13%	21 15%	169 18%	21 15%	96 22% <sup>g</sup>	94 15%	40 22%	150 17%
No	767 71%	346 65%	421 76% <sup>a</sup>	99 69%	668 71%	99 69%	297 67%	470 74% <sup>f</sup>	111 62%	656 73% <sup>h</sup>
Don't know	126 12%	65 12%	61 11%	24 17%	102 11%	24 17% <sup>d</sup>	51 11%	75 12%	28 16%	98 11%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 13

**Q10. And are you aware of the Welsh Government's plans to regulate e-cigarettes?****Base: All respondents**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
Yes	158 15%	23 12%	112 19% <sup>d</sup>	46 10%	44 18%	63 14%	51 13%	41 19%	35 14%	26 13%	56 13%	23 12%	36 16% <sup>o</sup>	18 14%	9 8%	41 29% <sup>lmno</sup>	31 11%
No	827 76%	157 79%	436 72%	391 81% <sup>c</sup>	175 73%	353 77%	299 78%	152 70%	190 77%	152 77%	332 79% <sup>h</sup>	157 79% <sup>p</sup>	172 78% <sup>p</sup>	97 73%	93 83% <sup>p</sup>	88 63%	220 79%
Don't know	98 9%	20 10%	54 9%	44 9%	20 8%	43 9%	35 9%	23 11%	21 9%	20 10%	34 8%	20 10%	12 5%	17 13% <sup>m</sup>	10 9%	11 8%	28 10%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**



## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 13

**Q10. And are you aware of the Welsh Government's plans to regulate e-cigarettes?**

**Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arett switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
Yes	158 15%	108 20% <sup>b</sup>	50 9%	29 20% <sup>b</sup>	129 14%	29 20% <sup>d</sup>	76 17% <sup>g</sup>	82 13%	43 24% <sup>i</sup>	115 13%
No	827 76%	370 70%	457 83% <sup>ac</sup>	97 67%	730 78% <sup>e</sup>	97 67%	329 74%	498 78%	116 65%	711 79% <sup>h</sup>
Don't know	98 9%	52 10%	46 8%	18 13%	80 9%	18 13%	39 9%	59 9%	20 11%	78 9%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 14

**Q11. And, regardless of whether you have recently seen, read, or heard something about e-cigarettes, how familiar would you say you are with e-cigarettes?**

**Base: All respondents**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
NET: Familiar	764 71%	144 72%	429 71%	335 70%	181 76%g	331 72%g	252 65%	162 75%k	185 75%k	137 69%	280 66%	144 72%	158 72%	95 72%	71 63%	96 69%	200 72%
Very familiar	(4) 239 22%	50 25%	145 24%	94 20%	50 21%	105 23%	84 22%	50 23%	48 20%	49 25%	92 22%	50 25%o	45 20%	43 33% mop	17 15%	26 19%	58 21%
Somewhat familiar	(3) 525 48%	94 47%	284 47%	241 50%	131 55%g	226 49%	168 44%	112 52%	137 56% jk	88 44%	188 45%	94 47%	113 51% n	52 39%	54 48%	70 50%	142 51%
Not very familiar	(2) 223 21%	35 18%	120 20%	103 21%	46 19%	97 21%	80 21%	41 19%	47 19%	46 23%	89 21%	35 18%	42 19%	25 19%	32 29% l	33 24%	56 20%
Not at all familiar	(1) 83 8%	19 10%	46 8%	37 8%	5 2%	28 6% e	50 13% ef	10 5%	13 5%	15 8%	44 10% hi	19 10%	18 8%	11 8%	7 6%	10 7%	18 6%
NET: Not familiar	306 28%	54 27%	166 28%	140 29%	51 21%	125 27%	130 34% ef	51 24%	60 24%	61 31%	133 32% h	54 27%	60 27%	36 27%	39 35%	43 31%	74 27%
Don't know	13 1%	2 1%	7 1%	6 1%	7 3% fg	3 1%	3 1%	3 1%	1 *	-	9 2% j	2 1%	2 1%	1 1%	2 2%	1 1%	5 2%
Mean	2.86	2.88	2.89	2.83	2.97g	2.89g	2.75	2.95k	2.90	2.86	2.79	2.88	2.85	2.97o	2.74	2.81	2.88
Standard deviation	0.85	0.90	0.86	0.84	0.71	0.82	0.94	0.78	0.77	0.88	0.91	0.90	0.84	0.93	0.80	0.82	0.82
Standard error	0.03	0.06	0.04	0.04	0.05	0.04	0.05	0.05	0.05	0.06	0.04	0.06	0.06	0.08	0.08	0.07	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 14

**Q11. And, regardless of whether you have recently seen, read, or heard something about e-cigarettes, how familiar would you say you are with e-cigarettes?**

**Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cigarette switchers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
NET: Familiar	764 71%	474 89% <sup>b</sup>	290 52%	131 91% <sup>b</sup>	633 67%	131 91% <sup>d</sup>	316 71%	448 70%	147 82% <sup>i</sup>	617 68%
Very familiar	(4) 239 22%	206 39% <sup>b</sup>	33 6%	82 57% <sup>ab</sup>	157 17%	82 57% <sup>d</sup>	95 21%	144 23%	72 40% <sup>i</sup>	167 18%
Somewhat familiar	(3) 525 48%	268 51% <sup>c</sup>	257 46% <sup>c</sup>	49 34%	476 51% <sup>e</sup>	49 34%	221 50%	304 48%	75 42%	450 50%
Not very familiar	(2) 223 21%	45 8%	178 32% <sup>ac</sup>	11 8%	212 23% <sup>e</sup>	11 8%	92 21%	131 21%	24 13%	199 22% <sup>h</sup>
Not at all familiar	(1) 83 8%	4 1%	79 14% <sup>ac</sup>	1 1%	82 9% <sup>e</sup>	1 1%	33 7%	50 8%	4 2%	79 9% <sup>h</sup>
NET: Not familiar	306 28%	49 9%	257 46% <sup>ac</sup>	12 8%	294 31% <sup>e</sup>	12 8%	125 28%	181 28%	28 16%	278 31% <sup>h</sup>
Don't know	13 1%	7 1%	6 1%	1 1%	12 1%	1 1%	3 1%	10 2%	4 2%	9 1%
Mean	2.86	3.29 <sup>b</sup>	2.45	3.48 <sup>ab</sup>	2.76	3.48 <sup>d</sup>	2.86	2.86	3.23 <sup>i</sup>	2.79
Standard deviation	0.85	0.65	0.81	0.67	0.83	0.67	0.84	0.86	0.77	0.85
Standard error	0.03	0.03	0.03	0.06	0.03	0.06	0.04	0.03	0.06	0.03

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 15

**Q12-Q23. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All respondents/ current e-cigarette and former cigarette smokers/ cigarette and not e-cigarette smokers**

**Summary table**

	Q12. E-cigarettes represent a positive alternative to today's conventional cigarettes	Q13. Information about e-cigarettes and their potential to reduce the risk of smoking as compared to conventional cigarettes should be widely...	Q14. As e-cigarettes are new products, it would be wrong for the Government to restrict the advertisement of these products in places like...	Q15. The Government should do all it can to encourage adult smokers to switch to less harmful alternatives to cigarettes, including lower...	Q16. The Government should enact appropriate regulations to ensure e-cigarettes are not used by minors under 18	Q17. For me, switching to e-cigarettes has been a positive change	Q18. When making the switch to e-cigarettes, it was important for me to have access to information about these products and to see advertisements...	Q19. One of the reasons I was interested in switching to e-cigarettes was because their use was allowed in some indoor public places	Q20. As an adult smoker, it is important for me to see advertisements for e-cigarettes in places like shops, billboards, leaflets and brochures...	Q21. If the government passed regulations that would ban e-cigarette advertising on billboards, posters, leaflets, and in retail shops, I would...	Q22. Regulations that would ban the use of e-cigarettes in indoor public places and force e-cigarettes to be used only in zones designated to...	Q23. I would be more likely to switch to e-cigarettes if the Government provided clarity on the health effects of e-cigarettes and the role...
Base	1083	1083	1083	1083	1083	115	115	115	452	452	452	452
NET: Agree	820 76%	971 90%	801 74%	848 78%	891 82%	106 92%	95 83%	63 55%	219 48%	165 37%	238 53%	275 61%
Strongly agree (4)	426 39%	589 54%	391 36%	457 42%	540 50%	86 75%	43 37%	23 20%	78 17%	58 13%	125 28%	106 23%
Somewhat agree (3)	394 36%	382 35%	410 38%	391 36%	351 32%	20 17%	52 45%	40 35%	141 31%	107 24%	113 25%	169 37%
Somewhat disagree (2)	96 9%	35 3%	128 12%	82 8%	85 8%	2 2%	13 11%	28 24%	108 24%	108 24%	84 19%	59 13%
Strongly disagree (1)	45 4%	14 1%	43 4%	38 4%	22 2%	- -	2 2%	17 15%	65 14%	67 15%	59 13%	54 12%
NET: Disagree	141 13%	49 5%	171 16%	120 11%	107 10%	2 2%	15 13%	45 39%	173 38%	175 39%	143 32%	113 25%
Don't know	122 11%	63 6%	111 10%	115 11%	85 8%	7 6%	5 4%	7 6%	60 13%	112 25%	71 16%	64 14%
Mean	3.25	3.52	3.18	3.31	3.41	3.78	3.24	2.64	2.59	2.46	2.80	2.84
Standard deviation	0.82	0.63	0.82	0.79	0.74	0.46	0.73	0.99	0.99	0.99	1.06	0.98
Standard error	0.03	0.02	0.03	0.03	0.02	0.04	0.07	0.10	0.05	0.05	0.05	0.05

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 16

**Q12. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All respondents**

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

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
NET: Agree	820 76%	155 78%	461 77%	359 75%	168 70%	335 73%	317 82%ef	167 77%	194 79%	149 75%	310 73%	155 78%	168 76%	107 81%o	77 69%	105 75%	208 75%
Strongly agree	(4) 426 39%	90 45%	247 41%	179 37%	86 36%	166 36%	174 45%ef	93 43%	101 41%	76 38%	156 37%	90 45%o	83 38%	61 46%o	36 32%	49 35%	107 38%
Somewhat agree	(3) 394 36%	65 33%	214 36%	180 37%	82 34%	169 37%	143 37%	74 34%	93 38%	73 37%	154 36%	65 33%	85 39%	46 35%	41 37%	56 40%	101 36%
Somewhat disagree	(2) 96 9%	11 6%	47 8%	49 10%	29 12%g	44 10%	23 6%	17 8%	24 10%	22 11%	33 8%	11 6%	23 10%	11 8%	11 10%	15 11%	25 9%
Strongly disagree	(1) 45 4%	10 5%	27 4%	18 4%	8 3%	25 5%	12 3%	12 6%i	5 2%	8 4%	19 5%	10 5%	7 3%	2 2%	4 4%	7 5%	15 5%
NET: Disagree	141 13%	21 11%	74 12%	67 14%	37 15%g	69 15%g	35 9%	29 13%	29 12%	30 15%	52 12%	21 11%	30 14%	13 10%	15 13%	22 16%	40 14%
Don't know	122 11%	24 12%	67 11%	55 11%	34 14%g	55 12%	33 9%	20 9%	23 9%	19 10%	60 14%	24 12%	22 10%	12 9%	20 18%mp	13 9%	31 11%
Mean	3.25	3.34	3.27	3.22	3.20	3.18	3.36ef	3.27	3.30	3.21	3.23	3.34	3.23	3.38p	3.18	3.16	3.21
Standard deviation	0.82	0.83	0.82	0.81	0.82	0.86	0.75	0.86	0.75	0.83	0.82	0.83	0.79	0.72	0.81	0.84	0.86
Standard error	0.03	0.06	0.04	0.04	0.06	0.04	0.04	0.06	0.05	0.06	0.04	0.06	0.06	0.07	0.08	0.07	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 16

**Q12. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All respondents**

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

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cigarette switchers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
NET: Agree	820 76%	471 89% <sup>b</sup>	349 63%	134 93% <sup>b</sup>	686 73%	134 93% <sup>d</sup>	340 77%	480 75%	154 86% <sup>i</sup>	666 74%
Strongly agree	(4) 426 39%	311 59% <sup>b</sup>	115 21%	105 73% <sup>ab</sup>	321 34%	105 73% <sup>d</sup>	167 38%	259 41%	102 57% <sup>i</sup>	324 36%
Somewhat agree	(3) 394 36%	160 30% <sup>c</sup>	234 42% <sup>ac</sup>	29 20%	365 39% <sup>e</sup>	29 20%	173 39%	221 35%	52 29%	342 38% <sup>h</sup>
Somewhat disagree	(2) 96 9%	25 5%	71 13% <sup>ac</sup>	3 2%	93 10% <sup>e</sup>	3 2%	47 11%	49 8%	9 5%	87 10% <sup>h</sup>
Strongly disagree	(1) 45 4%	10 2%	35 6% <sup>ac</sup>	2 1%	43 5%	2 1%	18 4%	27 4%	4 2%	41 5%
NET: Disagree	141 13%	35 7%	106 19% <sup>ac</sup>	5 3%	136 14% <sup>e</sup>	5 3%	65 15%	76 12%	13 7%	128 14% <sup>h</sup>
Don't know	122 11%	24 5%	98 18% <sup>ac</sup>	5 3%	117 12% <sup>e</sup>	5 3%	39 9%	83 13% <sup>f</sup>	12 7%	110 12% <sup>h</sup>
Mean	3.25	3.53 <sup>b</sup>	2.94	3.71 <sup>ab</sup>	3.17	3.71 <sup>d</sup>	3.21	3.28	3.51 <sup>i</sup>	3.20
Standard deviation	0.82	0.68	0.85	0.58	0.83	0.58	0.82	0.82	0.71	0.83
Standard error	0.03	0.03	0.04	0.05	0.03	0.05	0.04	0.03	0.05	0.03

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 17

**Q13. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All respondents**

**Information about e-cigarettes and their potential to reduce the risk of smoking as compared to conventional cigarettes should be widely available to adult smokers provided reliable scientific evidence is available**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
NET: Agree	971 90%	188 94%	537 89%	434 90%	202 85%	406 88%	363 94%ef	195 90%	219 89%	178 90%	379 90%	188 94%m	191 87%	122 92%	99 88%	131 94%m	240 86%
Strongly agree	(4) 54%	125 63%a	327 54%	262 54%	102 43%	242 53%e	245 64%ef	131 61%i	116 47%	112 57%i	230 55%	125 63%m	108 49%	77 58%	59 53%	79 56%	141 51%
Somewhat agree	(3) 35%	63 32%	210 35%	172 36%	100 42%g	164 36%	118 31%	64 30%	103 42%h	66 33%	149 35%	63 32%	83 38%	45 34%	40 36%	52 37%	99 35%
Somewhat disagree	(2) 3%	5 3%	17 3%	18 4%	14 6%g	16 3%g	5 1%	10 5%	12 5%	3 2%	10 2%	5 3%	13 6%np	1 1%	5 4%	1 1%	10 4%
Strongly disagree	(1) 1%	- -	9 1%	5 1%	3 1%	8 2%	3 1%	1 *	3 1%	3 2%	6 1%	- -	5 2%l	2 2%	1 1%	2 1%	4 1%
NET: Disagree	49 5%	5 3%	26 4%	23 5%	17 7%g	24 5%g	8 2%	11 5%	15 6%	6 3%	16 4%	5 3%	18 8%lnp	3 2%	6 5%	3 2%	14 5%
Don't know	63 6%	7 4%	39 6%	24 5%	20 8%g	29 6%	14 4%	10 5%	12 5%	14 7%	27 6%	7 4%	11 5%	7 5%	7 6%	6 4%	25 9%
Mean	3.52	3.62a	3.52	3.51	3.37	3.49e	3.63ef	3.58i	3.42	3.56i	3.53i	3.62m	3.41	3.58m	3.50	3.55	3.48
Standard deviation	0.63	0.54	0.64	0.63	0.67	0.66	0.56	0.61	0.65	0.62	0.63	0.54	0.72	0.60	0.64	0.60	0.65
Standard error	0.02	0.04	0.03	0.03	0.05	0.03	0.03	0.04	0.04	0.05	0.03	0.04	0.05	0.05	0.06	0.05	0.04

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 17

**Q13. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All respondents**

**Information about e-cigarettes and their potential to reduce the risk of smoking as compared to conventional cigarettes should be widely available to adult smokers provided reliable scientific evidence is available**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cigarette switchers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
NET: Agree	971 90%	495 93% <sup>b</sup>	476 86%	138 96% <sup>b</sup>	833 89%	138 96% <sup>d</sup>	405 91%	566 89%	164 92%	807 89%
Strongly agree	(4) 589 54%	343 65% <sup>b</sup>	246 44%	105 73% <sup>b</sup>	484 52%	105 73% <sup>d</sup>	253 57%	336 53%	113 63% <sup>i</sup>	476 53%
Somewhat agree	(3) 382 35%	152 29%	230 42% <sup>ac</sup>	33 23%	349 37% <sup>e</sup>	33 23%	152 34%	230 36%	51 28%	331 37% <sup>h</sup>
Somewhat disagree	(2) 35 3%	13 2%	22 4% <sup>c</sup>	1 1%	34 4%	1 1%	16 4%	19 3%	5 3%	30 3%
Strongly disagree	(1) 14 1%	6 1%	8 1%	1 1%	13 1%	1 1%	8 2%	6 1%	2 1%	12 1%
NET: Disagree	49 5%	19 4%	30 5% <sup>c</sup>	2 1%	47 5%	2 1%	24 5%	25 4%	7 4%	42 5%
Don't know	63 6%	16 3%	47 8% <sup>ac</sup>	4 3%	59 6%	4 3%	15 3%	48 8% <sup>f</sup>	8 4%	55 6%
Mean	3.52	3.62 <sup>b</sup>	3.41	3.73 <sup>ab</sup>	3.48	3.73 <sup>d</sup>	3.52	3.52	3.61 <sup>i</sup>	3.50
Standard deviation	0.63	0.60	0.65	0.51	0.65	0.51	0.66	0.61	0.61	0.64
Standard error	0.02	0.03	0.03	0.04	0.02	0.04	0.03	0.03	0.05	0.02

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**



## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 18

**Q14. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All respondents**

**As e-cigarettes are new products, it would be wrong for the Government to restrict the advertisement of these products in places like retail shops, leaflets, posters, and brochures. Adult smokers need to be aware of these products in order to make informed decisions on their use**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
NET: Agree	801 74%	156 78%	444 74%	357 74%	155 65%	333 73% <sup>e</sup>	313 81% <sup>ef</sup>	164 76%	183 74%	141 71%	313 74%	156 78%	162 74%	105 80%	81 72%	101 72%	196 70%
Strongly agree	(4) 391 36%	75 38%	223 37%	168 35%	65 27%	157 34%	169 44% <sup>ef</sup>	77 36%	81 33%	76 38%	157 37%	75 38%	80 36%	54 41%	42 38%	46 33%	94 34%
Somewhat agree	(3) 410 38%	81 41%	221 37%	189 39%	90 38%	176 38%	144 37%	87 40%	102 41%	65 33%	156 37%	81 41%	82 37%	51 39%	39 35%	55 39%	102 37%
Somewhat disagree	(2) 128 12%	17 9%	73 12%	55 11%	29 12%	63 14% <sup>g</sup>	36 9%	30 14%	30 12%	26 13%	42 10%	17 9%	23 10%	18 14%	16 14%	21 15%	33 12%
Strongly disagree	(1) 43 4%	12 6%	26 4%	17 4%	15 6% <sup>g</sup>	18 4%	10 3%	8 4%	6 2%	6 3%	22 5%	12 6% <sup>n</sup>	10 5%	2 2%	2 2%	7 5%	10 4%
NET: Disagree	171 16%	29 15%	99 16%	72 15%	44 18% <sup>g</sup>	81 18% <sup>g</sup>	46 12%	38 18%	36 15%	32 16%	64 15%	29 15%	33 15%	20 15%	18 16%	28 20%	43 15%
Don't know	111 10%	15 8%	59 10%	52 11%	40 17% <sup>fg</sup>	45 10%	26 7%	14 6%	27 11%	25 13% <sup>h</sup>	45 11%	15 8%	25 11%	7 5%	13 12%	11 8%	40 14%
Mean	3.18	3.18	3.18	3.18	3.03	3.14	3.31 <sup>ef</sup>	3.15	3.18	3.22	3.19	3.18	3.19	3.26	3.22	3.09	3.17
Standard deviation	0.82	0.85	0.84	0.80	0.88	0.83	0.76	0.82	0.77	0.83	0.85	0.85	0.84	0.76	0.79	0.86	0.82
Standard error	0.03	0.06	0.04	0.04	0.06	0.04	0.04	0.06	0.05	0.06	0.04	0.06	0.06	0.07	0.08	0.08	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 18

**Q14. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All respondents**

**As e-cigarettes are new products, it would be wrong for the Government to restrict the advertisement of these products in places like retail shops, leaflets, posters, and brochures. Adult smokers need to be aware of these products in order to make informed decisions on their use**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
NET: Agree	801 74%	437 82% <sup>b</sup>	364 66%	124 86% <sup>b</sup>	677 72%	124 86% <sup>d</sup>	334 75%	467 73%	144 80% <sup>i</sup>	657 73%
Strongly agree	(4) 391 36%	252 48% <sup>b</sup>	139 25%	86 60% <sup>ab</sup>	305 32%	86 60% <sup>d</sup>	162 36%	229 36%	89 50% <sup>i</sup>	302 33%
Somewhat agree	(3) 410 38%	185 35%	225 41% <sup>c</sup>	38 26%	372 40% <sup>e</sup>	38 26%	172 39%	238 37%	55 31%	355 39% <sup>h</sup>
Somewhat disagree	(2) 128 12%	45 8%	83 15% <sup>ac</sup>	12 8%	116 12%	12 8%	53 12%	75 12%	13 7%	115 13% <sup>h</sup>
Strongly disagree	(1) 43 4%	14 3%	29 5% <sup>ac</sup>	2 1%	41 4%	2 1%	16 4%	27 4%	7 4%	36 4%
NET: Disagree	171 16%	59 11%	112 20% <sup>ac</sup>	14 10%	157 17% <sup>e</sup>	14 10%	69 16%	102 16%	20 11%	151 17%
Don't know	111 10%	34 6%	77 14% <sup>ac</sup>	6 4%	105 11% <sup>e</sup>	6 4%	41 9%	70 11%	15 8%	96 11%
Mean	3.18	3.36 <sup>b</sup>	3.00	3.51 <sup>ab</sup>	3.13	3.51 <sup>d</sup>	3.19	3.18	3.38 <sup>i</sup>	3.14
Standard deviation	0.82	0.76	0.84	0.72	0.83	0.72	0.81	0.83	0.81	0.82
Standard error	0.03	0.03	0.04	0.06	0.03	0.06	0.04	0.03	0.06	0.03

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 19

**Q15. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All respondents**

**The Government should do all it can to encourage adult smokers to switch to less harmful alternatives to cigarettes, including lower taxes and less regulation compared to normal cigarettes**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
NET: Agree	848 78%	170 85%a	461 77%	387 80%	178 74%	344 75%	326 85%ef	176 81%	206 84%jk	150 76%	316 75%	170 85%lm	166 75%	105 80%	86 77%	109 78%	212 76%
Strongly agree	(4) 457 42%	99 50%	248 41%	209 43%	88 37%	186 41%	183 48%ef	103 48%	100 41%	85 43%	169 40%	99 50%o	92 42%	66 50%o	41 37%	56 40%	103 37%
Somewhat agree	(3) 391 36%	71 36%	213 35%	178 37%	90 38%	158 34%	143 37%	73 34%	106 43%hjk	65 33%	147 35%	71 36%	74 34%	39 30%	45 40%	53 38%	109 39%
Somewhat disagree	(2) 82 8%	9 5%	49 8%	33 7%	25 10%g	40 9%g	17 4%	16 7%	19 8%	14 7%	33 8%	9 5%	20 9%	13 10%	5 4%	13 9%	22 8%
Strongly disagree	(1) 38 4%	3 2%	30 5%d	8 2%	7 3%	20 4%	11 3%	5 2%	4 2%	9 5%	19 5%i	3 2%	8 4%	2 2%	3 3%	9 6%ln	13 5%
NET: Disagree	120 11%b	12 6%	79 13%d	41 9%	32 13%g	60 13%g	28 7%	21 10%	23 9%	23 12%	52 12%	12 6%	28 13%l	15 11%	8 7%	22 16%lo	35 13%
Don't know	115 11%	18 9%	62 10%	53 11%	29 12%	55 12%	31 8%	19 9%	17 7%	25 13%i	54 13%i	18 9%	26 12%	12 9%	18 16%p	9 6%	32 11%
Mean	3.31	3.46a	3.26	3.37c	3.23	3.26	3.41ef	3.39	3.32	3.31	3.27	3.46mp	3.29	3.41p	3.32	3.19	3.22
Standard deviation	0.79	0.67	0.84	0.71	0.79	0.83	0.72	0.75	0.70	0.83	0.83	0.67	0.81	0.75	0.72	0.88	0.82
Standard error	0.03	0.05	0.04	0.03	0.05	0.04	0.04	0.05	0.05	0.06	0.04	0.05	0.06	0.07	0.07	0.08	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 19

**Q15. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All respondents**

**The Government should do all it can to encourage adult smokers to switch to less harmful alternatives to cigarettes, including lower taxes and less regulation compared to normal cigarettes**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cigarette switchers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
NET: Agree	848 78%	475 90% <sup>b</sup>	373 67%	134 93% <sup>b</sup>	714 76%	134 93% <sup>d</sup>	347 78%	501 78%	147 82%	701 78%
Strongly agree	(4) 457 42%	300 57% <sup>b</sup>	157 28%	98 68% <sup>ab</sup>	359 38%	98 68% <sup>d</sup>	186 42%	271 42%	96 54% <sup>i</sup>	361 40%
Somewhat agree	(3) 391 36%	175 33%	216 39% <sup>ac</sup>	36 25%	355 38% <sup>e</sup>	36 25%	161 36%	230 36%	51 28%	340 38% <sup>h</sup>
Somewhat disagree	(2) 82 8%	20 4%	62 11% <sup>ac</sup>	4 3%	78 8% <sup>e</sup>	4 3%	29 7%	53 8%	10 6%	72 8%
Strongly disagree	(1) 38 4%	7 1%	31 6% <sup>ac</sup>	- -	38 4% <sup>e</sup>	- -	21 5%	17 3%	7 4%	31 3%
NET: Disagree	120 11%	27 5%	93 17% <sup>ac</sup>	4 3%	116 12% <sup>e</sup>	4 3%	50 11%	70 11%	17 9%	103 11%
Don't know	115 11%	28 5%	87 16% <sup>ac</sup>	6 4%	109 12% <sup>e</sup>	6 4%	47 11%	68 11%	15 8%	100 11%
Mean	3.31	3.53 <sup>b</sup>	3.07	3.68 <sup>ab</sup>	3.25	3.68 <sup>d</sup>	3.29	3.32	3.44 <sup>i</sup>	3.28
Standard deviation	0.79	0.64	0.86	0.53	0.81	0.53	0.82	0.76	0.79	0.78
Standard error	0.03	0.03	0.04	0.04	0.03	0.04	0.04	0.03	0.06	0.03

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 20

**Q16. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All respondents**

**The Government should enact appropriate regulations to ensure e-cigarettes are not used by minors under 18**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
NET: Agree	891 82%	168 84%	492 82%	399 83%	192 80%	383 83%	316 82%	174 81%	201 82%	170 86%	346 82%	168 84%	184 84%	107 81%	94 84%	112 80%	226 81%
Strongly agree	(4) 540 50%	99 50%	298 50%	242 50%	118 49%	229 50%	193 50%	105 49%	110 45%	109 55% <sup>i</sup>	216 51%	99 50%	114 52% <sup>o</sup>	68 52%	44 39%	68 49%	147 53%
Somewhat agree	(3) 351 32%	69 35%	194 32%	157 33%	74 31%	154 34%	123 32%	69 32%	91 37%	61 31%	130 31%	69 35%	70 32%	39 30%	50 45% <sup>mnp</sup>	44 31%	79 28%
Somewhat disagree	(2) 85 8%	17 9%	45 7%	40 8%	19 8%	36 8%	30 8%	25 12% <sup>jk</sup>	21 9%	11 6%	28 7%	17 9%	13 6%	16 12% <sup>m</sup>	6 5%	13 9%	20 7%
Strongly disagree	(1) 22 2%	4 2%	15 2%	7 1%	4 2%	5 1%	13 3% <sup>f</sup>	2 1%	3 1%	6 3%	10 2%	4 2%	5 2%	3 2%	-	2 1%	8 3%
NET: Disagree	107 10%	21 11%	60 10%	47 10%	23 10%	41 9%	43 11%	27 13%	24 10%	17 9%	38 9%	21 11%	18 8%	19 14% <sup>o</sup>	6 5%	15 11%	28 10%
Don't know	85 8%	11 6%	50 8%	35 7%	24 10%	35 8%	26 7%	15 7%	21 9%	11 6%	38 9%	11 6%	18 8%	6 5%	12 11%	13 9%	25 9%
Mean	3.41	3.39	3.40	3.42	3.42	3.43	3.38	3.38	3.37	3.46	3.44	3.39	3.45	3.37	3.38	3.40	3.44
Standard deviation	0.74	0.74	0.75	0.72	0.73	0.70	0.79	0.74	0.71	0.75	0.74	0.74	0.73	0.80	0.60	0.74	0.77
Standard error	0.02	0.05	0.03	0.03	0.05	0.03	0.04	0.05	0.05	0.05	0.04	0.05	0.05	0.07	0.06	0.07	0.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 20

**Q16. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All respondents**

**The Government should enact appropriate regulations to ensure e-cigarettes are not used by minors under 18**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cigarette switchers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
NET: Agree	891 82%	445 84%	446 81%	126 88%	765 81%	126 88%	367 83%	524 82%	151 84%	740 82%
Strongly agree	(4) 540 50%	276 52%	264 48%	83 58% <sup>b</sup>	457 49%	83 58% <sup>d</sup>	226 51%	314 49%	96 54%	444 49%
Somewhat agree	(3) 351 32%	169 32%	182 33%	43 30%	308 33%	43 30%	141 32%	210 33%	55 31%	296 33%
Somewhat disagree	(2) 85 8%	47 9%	38 7%	8 6%	77 8%	8 6%	38 9%	47 7%	15 8%	70 8%
Strongly disagree	(1) 22 2%	11 2%	11 2%	1 1%	21 2%	1 1%	11 2%	11 2%	4 2%	18 2%
NET: Disagree	107 10%	58 11%	49 9%	9 6%	98 10%	9 6%	49 11%	58 9%	19 11%	88 10%
Don't know	85 8%	27 5%	58 10% <sup>a</sup>	9 6%	76 8%	9 6%	28 6%	57 9%	9 5%	76 8%
Mean	3.41	3.41	3.41	3.54	3.39	3.54 <sup>d</sup>	3.40	3.42	3.43	3.41
Standard deviation	0.74	0.75	0.73	0.64	0.75	0.64	0.76	0.72	0.75	0.74
Standard error	0.02	0.03	0.03	0.06	0.03	0.06	0.04	0.03	0.06	0.03

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 21

**Q17. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All current e-cigarette and former cigarette smokers**

**For me, switching to e-cigarettes has been a positive change**

	Total GB (a)	Total Scot- land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot- land (l)	North England (m)	Mid- lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	115	24**	62*	53*	24**	42*	49*	27**	26**	20**	42*	24**	22**	24**	5**	14**	26*
NET: Agree	106 92%	21 88%	58 94%	48 91%	20 83%	38 90%	48 98%	23 85%	25 96%	19 95%	39 93%	21 88%	22 100%	24 100%	5 100%	12 86%	22 85%
Strongly agree	(4) 86 75%	19 79%	44 71%	42 79%	11 46%	35 83%	40 82%	16 59%	20 77%	17 85%	33 79%	19 79%	16 73%	21 88%	5 100%	10 71%	15 58%
Somewhat agree	(3) 20 17%	2 8%	14 23%	6 11%	9 38%	3 7%	8 16%	7 26%	5 19%	2 10%	6 14%	2 8%	6 27%	3 13%	-	2 14%	7 27%
Somewhat disagree	(2) 2 2%	-	-	2 4%	1 4%	1 2%	-	1 4%	1 4%	-	-	-	-	-	-	1 7%	1 4%
Strongly disagree	(1) - -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Disagree	2 2%	-	-	2 4%	1 4%	1 2%	-	1 4%	1 4%	-	-	-	-	-	-	1 7%	1 4%
Don't know	7 6%	3 13%	4 6%	3 6%	3 13%	3 7%	1 2%	3 11%	-	1 5%	3 7%	3 13%	-	-	-	1 7%	3 12%
Mean	3.78	3.90	3.76	3.80	3.48	3.87	3.83	3.63	3.73	3.89	3.85	3.90	3.73	3.88	4.00	3.69	3.61
Standard deviation	0.46	0.30	0.43	0.49	0.60	0.41	0.38	0.58	0.53	0.32	0.37	0.30	0.46	0.34	0.00	0.63	0.58
Standard error	0.04	0.07	0.06	0.07	0.13	0.07	0.05	0.12	0.10	0.07	0.06	0.07	0.10	0.07	0.00	0.17	0.12

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 21

**Q17. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All current e-cigarette and former cigarette smokers**

**For me, switching to e-cigarettes has been a positive change**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	115	115	-**	115	-**	115	27**	88*	33*	82*
NET: Agree	106 92%	106 92%	-	106 92%	-	106 92%	26 96%	80 91%	32 97%	74 90%
Strongly agree	(4) 86 75%	86 75%	-	86 75%	-	86 75%	21 78%	65 74%	27 82%	59 72%
Somewhat agree	(3) 20 17%	20 17%	-	20 17%	-	20 17%	5 19%	15 17%	5 15%	15 18%
Somewhat disagree	(2) 2 2%	2 2%	-	2 2%	-	2 2%	-	2 2%	-	2 2%
Strongly disagree	(1) - -	- -	-	- -	-	-	-	-	-	-
NET: Disagree	2 2%	2 2%	-	2 2%	-	2 2%	-	2 2%	-	2 2%
Don't know	7 6%	7 6%	-	7 6%	-	7 6%	1 4%	6 7%	1 3%	6 7%
Mean	3.78	3.78	-	3.78	-	3.78	3.81	3.77	3.84	3.75
Standard deviation	0.46	0.46	-	0.46	-	0.46	0.40	0.48	0.37	0.49
Standard error	0.04	0.04	-	0.04	-	0.04	0.08	0.05	0.07	0.06

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 22

**Q18. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All current e-cigarette and former cigarette smokers**

**When making the switch to e-cigarettes, it was important for me to have access to information about these products and to see advertisements in shops, on billboards, and in brochures. I could only make an informed decision regarding the use of e-cigarettes, once I became familiar with the products**

	Total GB (a)	Total Scot- land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot- land (l)	North England (m)	Mid- lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	115	24**	62*	53*	24**	42*	49*	27**	26**	20**	42*	24**	22**	24**	5**	14**	26*
NET: Agree	95 83%	21 88%	50 81%	45 85%	20 83%	32 76%	43 88%	23 85%	22 85%	17 85%	33 79%	21 88%	17 77%	23 96%	4 80%	9 64%	21 81%
Strongly agree	(4) 43 37%	11 46%	21 34%	22 42%	6 25%	10 24%	27 55% <sup>f</sup>	8 30%	11 42%	6 30%	18 43%	11 46%	5 23%	16 67%	2 40%	2 14%	7 27%
Somewhat agree	(3) 52 45%	10 42%	29 47%	23 43%	14 58%	22 52%	16 33%	15 56%	11 42%	11 55%	15 36%	10 42%	12 55%	7 29%	2 40%	7 50%	14 54%
Somewhat disagree	(2) 13 11%	1 4%	9 15%	4 8%	1 4%	7 17%	5 10%	3 11%	4 15%	2 10%	4 10%	1 4%	4 18%	1 4%	1 20%	4 29%	2 8%
Strongly disagree	(1) 2 2%	-	1 2%	1 2%	1 4%	1 2%	-	-	-	-	2 5%	-	1 5%	-	-	-	1 4%
NET: Disagree	15 13%	1 4%	10 16%	5 9%	2 8%	8 19%	5 10%	3 11%	4 15%	2 10%	6 14%	1 4%	5 23%	1 4%	1 20%	4 29%	3 12%
Don't know	5 4%	2 8%	2 3%	3 6%	2 8%	2 5%	1 2%	1 4%	-	1 5%	3 7%	2 8%	-	-	-	1 7%	2 8%
Mean	3.24	3.45	3.17	3.32	3.14	3.03	3.46 <sup>f</sup>	3.19	3.27	3.21	3.26	3.45	2.95	3.63	3.20	2.85	3.13
Standard deviation	0.73	0.60	0.74	0.71	0.71	0.73	0.68	0.63	0.72	0.63	0.85	0.60	0.79	0.58	0.84	0.69	0.74
Standard error	0.07	0.13	0.10	0.10	0.15	0.12	0.10	0.12	0.14	0.14	0.14	0.13	0.17	0.12	0.37	0.19	0.15

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 22

**Q18. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All current e-cigarette and former cigarette smokers**

**When making the switch to e-cigarettes, it was important for me to have access to information about these products and to see advertisements in shops, on billboards, and in brochures. I could only make an informed decision regarding the use of e-cigarettes, once I became familiar with the products**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	115	115	-**	115	-**	115	27**	88*	33*	82*
NET: Agree	95 83%	95 83%	-	95 83%	-	95 83%	24 89%	71 81%	26 79%	69 84%
Strongly agree	(4) 43 37%	43 37%	-	43 37%	-	43 37%	9 33%	34 39%	13 39%	30 37%
Somewhat agree	(3) 52 45%	52 45%	-	52 45%	-	52 45%	15 56%	37 42%	13 39%	39 48%
Somewhat disagree	(2) 13 11%	13 11%	-	13 11%	-	13 11%	1 4%	12 14%	4 12%	9 11%
Strongly disagree	(1) 2 2%	2 2%	-	2 2%	-	2 2%	-	2 2%	1 3%	1 1%
NET: Disagree	15 13%	15 13%	-	15 13%	-	15 13%	1 4%	14 16%	5 15%	10 12%
Don't know	5 4%	5 4%	-	5 4%	-	5 4%	2 7%	3 3%	2 6%	3 4%
Mean	3.24	3.24	-	3.24	-	3.24	3.32	3.21	3.23	3.24
Standard deviation	0.73	0.73	-	0.73	-	0.73	0.56	0.77	0.80	0.70
Standard error	0.07	0.07	-	0.07	-	0.07	0.11	0.08	0.14	0.08

**Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 23

**Q19. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All current e-cigarette and former cigarette smokers**

**One of the reasons I was interested in switching to e-cigarettes was because their use was allowed in some indoor public places**

	Total GB (a)	Total Scot- land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot- land (l)	North England (m)	Mid- lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	115	24**	62*	53*	24**	42*	49*	27**	26**	20**	42*	24**	22**	24**	5**	14**	26*
NET: Agree	63 55%	14 58%	28 45%	35 66% <sup>c</sup>	17 71%	20 48%	26 53%	15 56%	13 50%	11 55%	24 57%	14 58%	12 55%	15 63%	3 60%	7 50%	12 46%
Strongly agree	(4) 23 20%	8 33%	7 11%	16 30% <sup>c</sup>	4 17%	6 14%	13 27%	2 7%	5 19%	5 25%	11 26%	8 33%	2 9%	6 25%	1 20%	2 14%	4 15%
Somewhat agree	(3) 40 35%	6 25%	21 34%	19 36%	13 54%	14 33%	13 27%	13 48%	8 31%	6 30%	13 31%	6 25%	10 45%	9 38%	2 40%	5 36%	8 31%
Somewhat disagree	(2) 28 24%	5 21%	21 34% <sup>d</sup>	7 13%	- -	12 29%	16 33%	8 30%	7 27%	5 25%	8 19%	5 21%	7 32%	6 25%	1 20%	2 14%	7 27%
Strongly disagree	(1) 17 15%	4 17%	9 15%	8 15%	4 17%	7 17%	6 12%	2 7%	3 12%	4 20%	8 19%	4 17%	3 14%	3 13%	1 20%	3 21%	3 12%
NET: Disagree	45 39%	9 38%	30 48% <sup>d</sup>	15 28%	4 17%	19 45%	22 45%	10 37%	10 38%	9 45%	16 38%	9 38%	10 45%	9 38%	2 40%	5 36%	10 38%
Don't know	7 6%	1 4%	4 6%	3 6%	3 13%	3 7%	1 2%	2 7%	3 12%	- -	2 5%	1 4%	- -	- -	- -	2 14%	4 15%
Mean	2.64	2.78	2.45	2.86 <sup>c</sup>	2.81	2.49	2.69	2.60	2.65	2.60	2.67	2.78	2.50	2.75	2.60	2.50	2.59
Standard deviation	0.99	1.13	0.90	1.05	0.98	0.97	1.01	0.76	0.98	1.10	1.10	1.13	0.86	0.99	1.14	1.09	0.96
Standard error	0.10	0.23	0.12	0.15	0.21	0.16	0.15	0.15	0.20	0.24	0.17	0.23	0.18	0.20	0.51	0.31	0.20

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 23

**Q19. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All current e-cigarette and former cigarette smokers**

**One of the reasons I was interested in switching to e-cigarettes was because their use was allowed in some indoor public places**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	115	115	-**	115	-**	115	27**	88*	33*	82*
NET: Agree	63 55%	63 55%	-	63 55%	-	63 55%	19 70%	44 50%	20 61%	43 52%
Strongly agree	(4) 23 20%	23 20%	-	23 20%	-	23 20%	5 19%	18 20%	7 21%	16 20%
Somewhat agree	(3) 40 35%	40 35%	-	40 35%	-	40 35%	14 52%	26 30%	13 39%	27 33%
Somewhat disagree	(2) 28 24%	28 24%	-	28 24%	-	28 24%	4 15%	24 27%	6 18%	22 27%
Strongly disagree	(1) 17 15%	17 15%	-	17 15%	-	17 15%	3 11%	14 16%	6 18%	11 13%
NET: Disagree	45 39%	45 39%	-	45 39%	-	45 39%	7 26%	38 43%	12 36%	33 40%
Don't know	7 6%	7 6%	-	7 6%	-	7 6%	1 4%	6 7%	1 3%	6 7%
Mean	2.64	2.64	-	2.64	-	2.64	2.81	2.59	2.66	2.63
Standard deviation	0.99	0.99	-	0.99	-	0.99	0.90	1.02	1.04	0.98
Standard error	0.10	0.10	-	0.10	-	0.10	0.18	0.11	0.18	0.11

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 24

**Q20. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All cigarette and not e-cigarette smokers**

**As an adult smoker, it is important for me to see advertisements for e-cigarettes in places like shops, billboards, leaflets and brochures. If I decide to switch to e-cigarettes, this is the best way for me to gather information about which products are available and how they operate**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	452	89*	245	207	77*	195	180	76*	93*	81*	201	89*	85*	51*	50*	58*	119
NET: Agree	219 48%	50 56%	115 47%	104 50%	31 40%	97 50%	91 51%	41 54%	45 48%	39 48%	94 47%	50 56%	35 41%	26 51%	29 58%	23 40%	56 47%
Strongly agree	(4) 78 17%	13 15%	44 18%	34 16%	11 14%	29 15%	38 21%	20 26% <sub>ik</sub>	11 12%	19 23% <sub>ik</sub>	28 14%	13 15%	12 14%	9 18%	10 20%	11 19%	23 19%
Somewhat agree	(3) 141 31%	37 42%	71 29%	70 34%	20 26%	68 35%	53 29%	21 28%	34 37%	20 25%	66 33%	37 42% <sub>mp</sub>	23 27%	17 33%	19 38%	12 21%	33 28%
Somewhat disagree	(2) 108 24%	18 20%	56 23%	52 25%	18 23%	43 22%	47 26%	16 21%	29 31%	21 26%	42 21%	18 20%	24 28%	11 22%	7 14%	17 29%	31 26%
Strongly disagree	(1) 65 14%	10 11%	39 16%	26 13%	12 16%	29 15%	24 13%	12 16%	10 11%	10 12%	32 16%	10 11%	13 15%	8 16%	5 10%	12 21%	17 14%
NET: Disagree	173 38%	28 31%	95 39%	78 38%	30 39%	72 37%	71 39%	28 37%	39 42%	31 38%	74 37%	28 31%	37 44% <sub>o</sub>	19 37%	12 24%	29 50% <sub>lo</sub>	48 40%
Don't know	60 13%	11 12%	35 14%	25 12%	16 21% <sub>g</sub>	26 13%	18 10%	7 9%	9 10%	11 14%	33 16%	11 12%	13 15%	6 12%	9 18%	6 10%	15 13%
Mean	2.59	2.68	2.57	2.62	2.49	2.57	2.65	2.71	2.55	2.69	2.54	2.68	2.47	2.60	2.83	2.42	2.60
Standard deviation	0.99	0.90	1.02	0.95	1.01	0.97	1.00	1.07	0.87	1.03	0.98	0.90	0.98	1.01	0.95	1.07	1.01
Standard error	0.05	0.10	0.07	0.07	0.13	0.07	0.08	0.13	0.09	0.12	0.08	0.10	0.12	0.15	0.15	0.15	0.10

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

\* small base

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 24

**Q20. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All cigarette and not e-cigarette smokers**

**As an adult smoker, it is important for me to see advertisements for e-cigarettes in places like shops, billboards, leaflets and brochures. If I decide to switch to e-cigarettes, this is the best way for me to gather information about which products are available and how they operate**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	452	-**	452	-**	452	-**	193	259	23**	429
NET: Agree	219 48%	-	219 48%	-	219 48%	-	96 50%	123 47%	13 57%	206 48%
Strongly agree	(4) 78 17%	-	78 17%	-	78 17%	-	40 21%	38 15%	3 13%	75 17%
Somewhat agree	(3) 141 31%	-	141 31%	-	141 31%	-	56 29%	85 33%	10 43%	131 31%
Somewhat disagree	(2) 108 24%	-	108 24%	-	108 24%	-	46 24%	62 24%	6 26%	102 24%
Strongly disagree	(1) 65 14%	-	65 14%	-	65 14%	-	26 13%	39 15%	2 9%	63 15%
NET: Disagree	173 38%	-	173 38%	-	173 38%	-	72 37%	101 39%	8 35%	165 38%
Don't know	60 13%	-	60 13%	-	60 13%	-	25 13%	35 14%	2 9%	58 14%
Mean	2.59	-	2.59	-	2.59	-	2.65	2.54	2.67	2.59
Standard deviation	0.99	-	0.99	-	0.99	-	1.01	0.97	0.86	0.99
Standard error	0.05	-	0.05	-	0.05	-	0.08	0.06	0.19	0.05

**Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

**\*\* very small base (under 30) ineligible for sig testing**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 25

**Q21. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All cigarette and not e-cigarette smokers**

**If the government passed regulations that would ban e-cigarette advertising on billboards, posters, leaflets, and in retail shops, I would be less likely to switch to e-cigarettes**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	452	89*	245	207	77*	195	180	76*	93*	81*	201	89*	85*	51*	50*	58*	119
NET: Agree	165 37%	34 38%	96 39%	69 33%	26 34%	69 35%	70 39%	35 46%	37 40%	26 32%	67 33%	34 38%	28 33%	15 29%	23 46%	19 33%	46 39%
Strongly agree	(4) 58 13%	11 12%	37 15%	21 10%	8 10%	23 12%	27 15%	14 18%	14 15%	7 9%	23 11%	11 12%	9 11%	5 10%	8 16%	8 14%	17 14%
Somewhat agree	(3) 107 24%	23 26%	59 24%	48 23%	18 23%	46 24%	43 24%	21 28%	23 25%	19 23%	44 22%	23 26%	19 22%	10 20%	15 30%	11 19%	29 24%
Somewhat disagree	(2) 108 24%	21 24%	52 21%	56 27%	17 22%	48 25%	43 24%	17 22%	26 28%	21 26%	44 22%	21 24%	26 31%	18 35%	9 18%	13 22%	21 18%
Strongly disagree	(1) 67 15%	9 10%	36 15%	31 15%	15 19%	26 13%	26 14%	9 12%	8 9%	12 15%	37 18% <sup>i</sup>	9 10%	12 14%	7 14%	3 6%	9 16%	27 23%
NET: Disagree	175 39%	30 34%	88 36%	87 42%	32 42%	74 38%	69 38%	26 34%	34 37%	33 41%	81 40%	30 34%	38 45% <sup>o</sup>	25 49% <sup>o</sup>	12 24%	22 38%	48 40%
Don't know	112 25%	25 28%	61 25%	51 25%	19 25%	52 27%	41 23%	15 20%	22 24%	22 27%	53 26%	25 28%	19 22%	11 22%	15 30%	17 29%	25 21%
Mean	2.46	2.56	2.53	2.38	2.33	2.46	2.51	2.66	2.61	2.36	2.36	2.56	2.38	2.33	2.80 <sup>mn</sup>	2.44	2.38
Standard deviation	0.99	0.94	1.02	0.95	1.02	0.97	1.01	1.00	0.93	0.94	1.02	0.94	0.94	0.92	0.90	1.05	1.09
Standard error	0.05	0.12	0.08	0.08	0.13	0.08	0.09	0.13	0.11	0.12	0.08	0.12	0.12	0.14	0.15	0.16	0.11

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

\* small base

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 25

**Q21. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All cigarette and not e-cigarette smokers**

**If the government passed regulations that would ban e-cigarette advertising on billboards, posters, leaflets, and in retail shops, I would be less likely to switch to e-cigarettes**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	452	-**	452	-**	452	-**	193	259	23**	429
NET: Agree	165 37%	-	165 37%	-	165 37%	-	74 38%	91 35%	13 57%	152 35%
Strongly agree	(4) 58 13%	-	58 13%	-	58 13%	-	29 15%	29 11%	3 13%	55 13%
Somewhat agree	(3) 107 24%	-	107 24%	-	107 24%	-	45 23%	62 24%	10 43%	97 23%
Somewhat disagree	(2) 108 24%	-	108 24%	-	108 24%	-	45 23%	63 24%	5 22%	103 24%
Strongly disagree	(1) 67 15%	-	67 15%	-	67 15%	-	33 17%	34 13%	1 4%	66 15%
NET: Disagree	175 39%	-	175 39%	-	175 39%	-	78 40%	97 37%	6 26%	169 39%
Don't know	112 25%	-	112 25%	-	112 25%	-	41 21%	71 27%	4 17%	108 25%
Mean	2.46	-	2.46	-	2.46	-	2.46	2.46	2.79	2.44
Standard deviation	0.99	-	0.99	-	0.99	-	1.04	0.96	0.79	1.00
Standard error	0.05	-	0.05	-	0.05	-	0.08	0.07	0.18	0.06

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

**\*\* very small base (under 30) ineligible for sig testing**



## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 26

**Q22. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All cigarette and not e-cigarette smokers**

**Regulations that would ban the use of e-cigarettes in indoor public places and force e-cigarettes to be used only in zones designated to conventional cigarettes would discourage me from switching to these products**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	452	89*	245	207	77*	195	180	76*	93*	81*	201	89*	85*	51*	50*	58*	119
NET: Agree	238 53%	55 62%	132 54%	106 51%	36 47%	93 48%	109 61%ef	44 58%	52 56%	43 53%	99 49%	55 62%mp	37 44%	30 59%	30 60%	25 43%	61 51%
Strongly agree	(4) 125 28%	27 30%	69 28%	56 27%	19 25%	49 25%	57 32%	24 32%	20 22%	26 32%	55 27%	27 30%	18 21%	17 33%	17 34%	15 26%	31 26%
Somewhat agree	(3) 113 25%	28 31%	63 26%	50 24%	17 22%	44 23%	52 29%	20 26%	32 34%k	17 21%	44 22%	28 31%	19 22%	13 25%	13 26%	10 17%	30 25%
Somewhat disagree	(2) 84 19%	13 15%	35 14%	49 24%c	18 23%	37 19%	29 16%	16 21%	16 17%	13 16%	39 19%	13 15%	18 21%	7 14%	10 20%	16 28%	20 17%
Strongly disagree	(1) 59 13%	8 9%	38 16%	21 10%	8 10%	33 17%	18 10%	6 8%	11 12%	13 16%	28 14%	8 9%	12 14%	8 16%	2 4%	9 16%	20 17%
NET: Disagree	143 32%	21 24%	73 30%	70 34%	26 34%	70 36%g	47 26%	22 29%	27 29%	26 32%	67 33%	21 24%	30 35%	15 29%	12 24%	25 43%lo	40 34%
Don't know	71 16%	13 15%	40 16%	31 15%	15 19%	32 16%	24 13%	10 13%	14 15%	12 15%	35 17%	13 15%	18 21%	6 12%	8 16%	8 14%	18 15%
Mean	2.80	2.97	2.80	2.80	2.76	2.67	2.95f	2.94	2.77	2.81	2.76	2.97	2.64	2.87	3.07mp	2.62	2.71
Standard deviation	1.06	0.98	1.10	1.02	1.04	1.11	1.01	0.99	0.99	1.14	1.09	0.98	1.07	1.12	0.92	1.10	1.11
Standard error	0.05	0.11	0.08	0.08	0.13	0.09	0.08	0.12	0.11	0.14	0.08	0.11	0.13	0.17	0.14	0.16	0.11

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

\* small base

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 26

**Q22. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All cigarette and not e-cigarette smokers**

**Regulations that would ban the use of e-cigarettes in indoor public places and force e-cigarettes to be used only in zones designated to conventional cigarettes would discourage me from switching to these products**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	452	-**	452	-**	452	-**	193	259	23**	429
NET: Agree	238 53%	-	238 53%	-	238 53%	-	108 56%	130 50%	12 52%	226 53%
Strongly agree	(4) 125 28%	-	125 28%	-	125 28%	-	60 31%	65 25%	4 17%	121 28%
Somewhat agree	(3) 113 25%	-	113 25%	-	113 25%	-	48 25%	65 25%	8 35%	105 24%
Somewhat disagree	(2) 84 19%	-	84 19%	-	84 19%	-	38 20%	46 18%	5 22%	79 18%
Strongly disagree	(1) 59 13%	-	59 13%	-	59 13%	-	27 14%	32 12%	2 9%	57 13%
NET: Disagree	143 32%	-	143 32%	-	143 32%	-	65 34%	78 30%	7 30%	136 32%
Don't know	71 16%	-	71 16%	-	71 16%	-	20 10%	51 20% <sup>f</sup>	4 17%	67 16%
Mean	2.80	-	2.80	-	2.80	-	2.82	2.78	2.74	2.80
Standard deviation	1.06	-	1.06	-	1.06	-	1.08	1.05	0.93	1.07
Standard error	0.05	-	0.05	-	0.05	-	0.08	0.07	0.21	0.06

**Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

**\*\* very small base (under 30) ineligible for sig testing**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 27

**Q23. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All cigarette and not e-cigarette smokers**

**I would be more likely to switch to e-cigarettes if the Government provided clarity on the health effects of e-cigarettes and the role they can play in quitting smoking conventional cigarettes**

	Total GB (a)	Total Scot- land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot- land (l)	North England (m)	Mid- lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	452	89*	245	207	77*	195	180	76*	93*	81*	201	89*	85*	51*	50*	58*	119
NET: Agree	275 61%	61 69%	133 54%	142 69% <sup>c</sup>	51 66%	112 57%	112 62%	51 67%	60 65%	49 60%	115 57%	61 69%	47 55%	35 69%	28 56%	35 60%	69 58%
Strongly agree	(4) 106 23%	21 24%	49 20%	57 28%	19 25%	41 21%	46 26%	23 30% <sup>i</sup>	15 16%	26 32% <sup>ik</sup>	42 21%	21 24%	22 26%	16 31% <sup>p</sup>	12 24%	8 14%	27 23%
Somewhat agree	(3) 169 37%	40 45%	84 34%	85 41%	32 42%	71 36%	66 37%	28 37%	45 48% <sup>j</sup>	23 28%	73 36%	40 45% <sup>m</sup>	25 29%	19 37%	16 32%	27 47% <sup>m</sup>	42 35%
Somewhat disagree	(2) 59 13%	10 11%	35 14%	24 12%	10 13%	26 13%	23 13%	12 16%	15 16%	9 11%	23 11%	10 11%	14 16%	4 8%	6 12%	8 14%	17 14%
Strongly disagree	(1) 54 12%	8 9%	40 16% <sup>d</sup>	14 7%	5 6%	25 13%	24 13%	6 8%	5 5%	15 19% <sup>i</sup>	27 13% <sup>i</sup>	8 9%	7 8%	10 20%	5 10%	6 10%	18 15%
NET: Disagree	113 25%	18 20%	75 31% <sup>d</sup>	38 18%	15 19%	51 26%	47 26%	18 24%	20 22%	24 30%	50 25%	18 20%	21 25%	14 27%	11 22%	14 24%	35 29%
Don't know	64 14%	10 11%	37 15%	27 13%	11 14%	32 16%	21 12%	7 9%	13 14%	8 10%	36 18%	10 11%	17 20% <sup>n</sup>	2 4%	11 22% <sup>n</sup>	9 16% <sup>n</sup>	15 13%
Mean	2.84	2.94	2.68	3.03 <sup>c</sup>	2.98	2.79	2.84	2.99	2.88	2.82	2.79	2.94	2.91	2.84	2.90	2.76	2.75
Standard deviation	0.98	0.90	1.04	0.87	0.87	0.99	1.01	0.93	0.79	1.13	1.00	0.90	0.97	1.11	0.99	0.88	1.03
Standard error	0.05	0.10	0.07	0.07	0.11	0.08	0.08	0.11	0.09	0.13	0.08	0.10	0.12	0.16	0.16	0.13	0.10

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

\* small base

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 27

**Q23. You will now be shown a number of statements that have been made about e-cigarettes. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.**

**Base: All cigarette and not e-cigarette smokers**

**I would be more likely to switch to e-cigarettes if the Government provided clarity on the health effects of e-cigarettes and the role they can play in quitting smoking conventional cigarettes**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	452	-**	452	-**	452	-**	193	259	23**	429
NET: Agree	275 61%	-	275 61%	-	275 61%	-	130 67%g	145 56%	12 52%	263 61%
Strongly agree	(4) 106 23%	-	106 23%	-	106 23%	-	54 28%	52 20%	4 17%	102 24%
Somewhat agree	(3) 169 37%	-	169 37%	-	169 37%	-	76 39%	93 36%	8 35%	161 38%
Somewhat disagree	(2) 59 13%	-	59 13%	-	59 13%	-	18 9%	41 16%f	3 13%	56 13%
Strongly disagree	(1) 54 12%	-	54 12%	-	54 12%	-	23 12%	31 12%	5 22%	49 11%
NET: Disagree	113 25%	-	113 25%	-	113 25%	-	41 21%	72 28%	8 35%	105 24%
Don't know	64 14%	-	64 14%	-	64 14%	-	22 11%	42 16%	3 13%	61 14%
Mean	2.84	-	2.84	-	2.84	-	2.94	2.76	2.55	2.86
Standard deviation	0.98	-	0.98	-	0.98	-	0.98	0.97	1.10	0.97
Standard error	0.05	-	0.05	-	0.05	-	0.07	0.07	0.25	0.05

**Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

**\*\* very small base (under 30) ineligible for sig testing**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 28

**D1. On average, how much do you spend per week on e-cigarette and e-cigarette supplies?****Base: All e-cigarette smokers**

	Total GB (a)	Total Scot- land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot- land (l)	North England (m)	Mid- lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	530	96*	298	232	142	216	172	126	124	100	180	96*	120	71*	49*	62*	132
Up to £2.50	71 13%	8 8%	40 13%	31 13%	13 9%	26 12%	32 19% <sup>e</sup>	13 10%	12 10%	16 16%	30 17%	8 8%	20 17%	12 17%	7 14%	10 16%	14 11%
£2.51 to £5.00	162 31%	32 33%	92 31%	70 30%	29 20%	69 32% <sup>e</sup>	64 37% <sup>e</sup>	39 31%	31 25%	34 34%	58 32%	32 33%	42 35% <sup>o</sup>	17 24%	9 18%	21 34%	41 31%
£5.01 to £7.50	38 7%	9 9%	22 7%	16 7%	10 7%	14 6%	14 8%	6 5%	10 8%	6 6%	16 9%	9 9%	7 6%	8 11%	3 6%	2 3%	9 7%
£7.51 to £10.00	94 18%	20 21%	57 19%	37 16%	36 25% <sup>g</sup>	39 18%	19 11%	25 20%	22 18%	11 11%	36 20%	20 21%	21 18%	9 13%	14 29% <sup>np</sup>	7 11%	23 17%
£10.01 to £12.50	13 2%	3 3%	6 2%	7 3%	4 3%	5 2%	4 2%	5 4%	2 2%	3 3%	3 2%	3 3%	3 3%	1 1%	- -	2 3%	4 3%
£12.51 to £15.00	24 5%	3 3%	15 5%	9 4%	5 4%	12 6%	7 4%	6 5%	9 7%	4 4%	5 3%	3 3%	4 3%	6 8%	3 6%	2 3%	6 5%
£15.01 to £17.50	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
£17.51 to £20.00	27 5%	5 5%	18 6%	9 4%	10 7%	11 5%	6 3%	8 6%	10 8% <sup>j</sup>	2 2%	7 4%	5 5%	8 7%	5 7%	2 4%	2 3%	5 4%
£20.01+	48 9%	8 8%	25 8%	23 10%	18 13%	19 9%	11 6%	10 8%	15 12% <sup>k</sup>	14 14% <sup>k</sup>	9 5%	8 8%	9 8%	6 8%	5 10%	8 13%	12 9%
Don't know	53 10%	8 8%	23 8%	30 13% <sup>c</sup>	17 12%	21 10%	15 9%	14 11%	13 10%	10 10%	16 9%	8 8%	6 5%	7 10%	6 12%	8 13%	18 14%
Mean	10.53	11.22	10.96	9.96	13.92 <sup>fg</sup>	10.27	8.16	10.27	13.61 <sup>k</sup>	10.56	8.61	11.22	10.00	10.26	10.92	11.35	10.16
Standard deviation	14.34	21.58	16.54	10.65	20.97	11.36	10.10	11.35	21.50	11.66	10.77	21.58	13.20	11.00	10.42	14.87	10.97
Standard error	0.66	2.30	1.00	0.75	1.88	0.81	0.81	1.07	2.04	1.23	0.84	2.30	1.24	1.37	1.59	2.02	1.03

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p****\* small base**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 28

**D1. On average, how much do you spend per week on e-cigarette and e-cigarette supplies?****Base: All e-cigarette smokers**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cigarette switchers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	530	530	-**	144	386	144	212	318	150	380
Up to £2.50	71 13%	71 13%	-	17 12%	54 14%	17 12%	18 8%	53 17%f	16 11%	55 14%
£2.51 to £5.00	162 31%	162 31%	-	57 40%a	105 27%	57 40%d	55 26%	107 34%	31 21%	131 34%h
£5.01 to £7.50	38 7%	38 7%	-	18 13%a	20 5%	18 13%d	17 8%	21 7%	13 9%	25 7%
£7.51 to £10.00	94 18%	94 18%	-	26 18%	68 18%	26 18%	39 18%	55 17%	34 23%	60 16%
£10.01 to £12.50	13 2%	13 2%	-	5 3%	8 2%	5 3%	6 3%	7 2%	8 5%i	5 1%
£12.51 to £15.00	24 5%	24 5%	-	8 6%	16 4%	8 6%	10 5%	14 4%	7 5%	17 4%
£15.01 to £17.50	-	-	-	-	-	-	-	-	-	-
£17.51 to £20.00	27 5%	27 5%	-	3 2%	24 6%	3 2%	11 5%	16 5%	9 6%	18 5%
£20.01+	48 9%	48 9%c	-	3 2%	45 12%e	3 2%	30 14%g	18 6%	25 17%i	23 6%
Don't know	53 10%	53 10%	-	7 5%	46 12%e	7 5%	26 12%	27 8%	7 5%	46 12%h
Mean	10.53	10.53c	-	7.07	11.93e	7.07	13.91g	8.37	14.98i	8.63
Standard deviation	14.34	14.34	-	5.41	16.43	5.41	20.01	8.36	21.78	8.90
Standard error	0.66	0.66	-	0.46	0.89	0.46	1.47	0.49	1.82	0.49

**Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i****\*\* very small base (under 30) ineligible for sig testing**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 29

**D2. On average, how many cigarettes do you smoke a day?****Base: All cigarette smokers**

	Total GB (a)	Total Scot- land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot- land (l)	North England (m)	Mid- lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	939	172	520	419	206	406	327	183	215	172	368	172	191	105	102	124	245
1-5	213 23%	29 17%	113 22%	100 24%	88 43%fg	78 19%	47 14%	54 30%jkl	62 29%jkl	33 19%	64 17%	29 17%	44 23%	23 22%	22 22%	24 19%	71 29%
6-10	224 24%	39 23%	126 24%	98 23%	58 28%g	100 25%	66 20%	47 26%	59 27%	43 25%	75 20%	39 23%	45 24%	29 28%	22 22%	32 26%	57 23%
11-15	204 22%	40 23%	101 19%	103 25%	28 14%	90 22%e	86 26%e	37 20%	42 20%	42 24%	82 22%	40 23%	42 22%	22 21%	26 25%	27 22%	47 19%
16-20	176 19%	38 22%	105 20%	71 17%	22 11%	81 20%e	73 22%e	25 14%	33 15%	33 19%	85 23%ghi	38 22%	40 21%	16 15%	18 18%	19 15%	45 18%
21-25	56 6%	10 6%	33 6%	23 5%	4 2%	29 7%e	23 7%e	10 5%	7 3%	12 7%	27 7%i	10 6%	7 4%	7 7%	10 10%m	11 9%	11 4%
26-30	40 4%	8 5%	24 5%	16 4%	5 2%	18 4%	17 5%	5 3%	8 4%	5 3%	22 6%	8 5%	6 3%	6 6%	4 4%	8 6%	8 3%
31-50	23 2%	8 5%	15 3%	8 2%	1 *	9 2%	13 4%e	5 3%	4 2%	3 2%	11 3%	8 5%o	7 4%	1 1%	- -	2 2%	5 2%
51+	3 *	- -	3 1%	- -	- -	1 *	2 1%	- -	- -	1 1%	2 1%	- -	- -	1 1%	- -	1 1%	1 *
Mean	13.62	15.06	14.21d	12.89	9.08	14.24e	15.72ef	11.93	11.81	13.88hi	15.39hi	15.06	13.62	13.64	13.27	14.21	12.45
Standard deviation	8.97	9.02	9.44	8.31	7.42	8.69	9.24	8.35	8.27	8.68	9.47	9.02	8.78	9.19	7.70	9.53	9.12
Standard error	0.29	0.69	0.41	0.41	0.52	0.43	0.51	0.62	0.56	0.66	0.49	0.69	0.64	0.90	0.76	0.86	0.58

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 29

**D2. On average, how many cigarettes do you smoke a day?****Base: All cigarette smokers**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	939	386	553	-**	939	-**	407	532	133	806
1-5	213 23%	118 31% <sup>b</sup>	95 17%	-	213 23%	-	70 17%	143 27% <sup>f</sup>	33 25%	180 22%
6-10	224 24%	96 25%	128 23%	-	224 24%	-	99 24%	125 23%	34 26%	190 24%
11-15	204 22%	64 17%	140 25% <sup>a</sup>	-	204 22%	-	94 23%	110 21%	19 14%	185 23% <sup>h</sup>
16-20	176 19%	63 16%	113 20%	-	176 19%	-	83 20%	93 17%	26 20%	150 19%
21-25	56 6%	19 5%	37 7%	-	56 6%	-	28 7%	28 5%	7 5%	49 6%
26-30	40 4%	16 4%	24 4%	-	40 4%	-	23 6%	17 3%	9 7%	31 4%
31-50	23 2%	9 2%	14 3%	-	23 2%	-	8 2%	15 3%	5 4%	18 2%
51+	3 *	1 *	2 *	-	3 *	-	2 *	1 *	-	3 *
Mean	13.62	12.40	14.47 <sup>a</sup>	-	13.62	-	14.57 <sup>g</sup>	12.89	13.77	13.60
Standard deviation	8.97	8.96	8.89	-	8.97	-	9.00	8.90	9.39	8.91
Standard error	0.29	0.46	0.38	-	0.29	-	0.45	0.39	0.81	0.31

**Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

**\*\* very small base (under 30) ineligible for sig testing**



## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 30

**D3a. Do you have a partner, child over 18, or parent who smokes cigarettes on a daily or weekly basis?****Base: All respondents**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
Yes	444 41%	85 43%	216 36%	228 47% <sup>c</sup>	104 44%	187 41%	153 40%	84 39%	89 36%	97 49% <sup>hi</sup>	174 41%	85 43%	95 43%	51 39%	52 46%	61 44%	100 36%
No	639 59%	115 58%	386 64% <sup>d</sup>	253 53%	135 56%	272 59%	232 60%	132 61% <sup>j</sup>	157 64% <sup>j</sup>	101 51%	248 59%	115 58%	125 57%	81 61%	60 54%	79 56%	179 64%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 30

**D3a. Do you have a partner, child over 18, or parent who smokes cigarettes on a daily or weekly basis?**

**Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
Yes	444 41%	212 40% <sup>c</sup>	232 42% <sup>c</sup>	37 26%	407 43% <sup>e</sup>	37 26%	444 100% <sup>g</sup>	- -	129 72% <sup>i</sup>	315 35%
No	639 59%	318 60%	321 58%	107 74% <sup>ab</sup>	532 57%	107 74% <sup>d</sup>	- -	639 100% <sup>f</sup>	50 28%	589 65% <sup>h</sup>

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 31

**D3b. Do you have a partner, child over 18, or parent who uses e-cigarettes on a daily or weekly basis?****Base: All respondents**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
Yes	179 17%	30 15%	92 15%	87 18%	60 25%fg	67 15%	52 14%	39 18%	29 12%	47 24%ik	64 15%	30 15%	53 24%lnp	18 14%	21 19%	20 14%	37 13%
No	904 83%	170 85%	510 85%	394 82%	179 75%	392 85%e	333 86%e	177 82%	217 88%j	151 76%	358 85%j	170 85%m	167 76%	114 86%m	91 81%	120 86%m	242 87%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 31

**D3b. Do you have a partner, child over 18, or parent who uses e-cigarettes on a daily or weekly basis?****Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cigarette switchers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
Yes	179 17%	150 28% <sup>b</sup>	29 5%	46 32% <sup>b</sup>	133 14%	46 32% <sup>d</sup>	129 29% <sup>g</sup>	50 8%	179 100% <sup>i</sup>	-
No	904 83%	380 72%	524 95% <sup>ac</sup>	98 68%	806 86% <sup>e</sup>	98 68%	315 71%	589 92% <sup>f</sup>	-	904 100% <sup>h</sup>

**Proportions/Means: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 32

**D4. How interested would you say you are in politics and public policy issues? Would you say you are ...?****Base: All respondents**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
NET: Interested	872 81%	168 84%	514 85% <sup>d</sup>	358 74%	191 80%	370 81%	311 81%	192 89% <sup>jk</sup>	211 86% <sup>jk</sup>	155 78%	313 74%	168 84% <sup>o</sup>	176 80%	109 83%	82 73%	106 76%	231 83%
Very interested	(4) 343 32%	66 33%	229 38% <sup>d</sup>	114 24%	69 29%	149 32%	125 32%	105 49% <sup>ijk</sup>	81 33% <sup>k</sup>	61 31% <sup>k</sup>	96 23%	66 33%	73 33%	44 33%	28 25%	49 35%	83 30%
Somewhat interested	(3) 529 49%	102 51%	285 47%	244 51%	122 51%	221 48%	186 48%	87 40%	130 53% <sup>h</sup>	94 47%	217 51% <sup>h</sup>	102 51%	103 47%	65 49%	54 48%	57 41%	148 53%
Not very interested	(2) 164 15%	21 11%	70 12%	94 20% <sup>c</sup>	39 16%	66 14%	59 15%	22 10%	29 12%	34 17% <sup>h</sup>	79 19% <sup>hi</sup>	21 11%	37 17%	18 14%	20 18%	29 21% <sup>l</sup>	39 14%
Not at all interested	(1) 47 4%	11 6%	18 3%	29 6% <sup>c</sup>	9 4%	23 5%	15 4%	2 1%	6 2%	9 5% <sup>h</sup>	30 7% <sup>hi</sup>	11 6%	7 3%	5 4%	10 9% <sup>m</sup>	5 4%	9 3%
NET: Not interested	211 19%	32 16%	88 15%	123 26% <sup>c</sup>	48 20%	89 19%	74 19%	24 11%	35 14%	43 22% <sup>hi</sup>	109 26% <sup>hi</sup>	32 16%	44 20%	23 17%	30 27% <sup>l</sup>	34 24%	48 17%
Mean	3.08	3.12	3.20 <sup>d</sup>	2.92	3.05	3.08	3.09	3.37 <sup>ijk</sup>	3.16 <sup>k</sup>	3.05 <sup>k</sup>	2.90	3.12 <sup>o</sup>	3.10 <sup>o</sup>	3.12 <sup>o</sup>	2.89	3.07	3.09
Standard deviation	0.80	0.80	0.76	0.82	0.78	0.81	0.79	0.70	0.72	0.81	0.83	0.80	0.79	0.78	0.88	0.84	0.75
Standard error	0.02	0.06	0.03	0.04	0.05	0.04	0.04	0.05	0.05	0.06	0.04	0.06	0.05	0.07	0.08	0.07	0.04

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 32

**D4. How interested would you say you are in politics and public policy issues? Would you say you are ...?**

**Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
NET: Interested	872 81%	442 83% <sup>b</sup>	430 78%	116 81%	756 81%	116 81%	348 78%	524 82%	139 78%	733 81%
Very interested	(4) 343 32%	194 37% <sup>b</sup>	149 27%	42 29%	301 32%	42 29%	145 33%	198 31%	62 35%	281 31%
Somewhat interested	(3) 529 49%	248 47%	281 51%	74 51%	455 48%	74 51%	203 46%	326 51%	77 43%	452 50%
Not very interested	(2) 164 15%	70 13%	94 17%	21 15%	143 15%	21 15%	72 16%	92 14%	30 17%	134 15%
Not at all interested	(1) 47 4%	18 3%	29 5%	7 5%	40 4%	7 5%	24 5%	23 4%	10 6%	37 4%
NET: Not interested	211 19%	88 17%	123 22% <sup>a</sup>	28 19%	183 19%	28 19%	96 22%	115 18%	40 22%	171 19%
Mean	3.08	3.17 <sup>b</sup>	2.99	3.05	3.08	3.05	3.06	3.09	3.07	3.08
Standard deviation	0.80	0.78	0.81	0.80	0.80	0.80	0.84	0.77	0.86	0.79
Standard error	0.02	0.03	0.03	0.07	0.03	0.07	0.04	0.03	0.06	0.03

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 33

**D5. In the past week or so , how often, if at all, would you say you have talked about government, politics, or society with your family, friends, or co-workers?**

**Base: All respondents**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
Several times	297 27%	58 29%	194 32% <sup>d</sup>	103 21%	66 28%	136 30%	95 25%	99 46% <sup>ijk</sup>	63 26%	51 26%	84 20%	58 29%	60 27%	36 27%	30 27%	44 31%	69 25%
Once or twice	498 46%	97 49%	267 44%	231 48%	119 50%	211 46%	168 44%	93 43%	121 49%	92 46%	192 45%	97 49%	107 49%	61 46%	46 41%	62 44%	125 45%
Not at all	288 27%	45 23%	141 23%	147 31% <sup>c</sup>	54 23%	112 24%	122 32% <sup>ef</sup>	24 11%	62 25% <sup>h</sup>	55 28% <sup>h</sup>	146 35% <sup>hi</sup>	45 23%	53 24%	35 27%	36 32%	34 24%	85 30%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 33

**D5. In the past week or so , how often, if at all, would you say you have talked about government, politics, or society with your family, friends, or co-workers?**

**Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
Several times	297 27%	169 32% <sup>b</sup>	128 23%	39 27%	258 27%	39 27%	144 32% <sup>g</sup>	153 24%	65 36% <sup>i</sup>	232 26%
Once or twice	498 46%	237 45%	261 47%	65 45%	433 46%	65 45%	183 41%	315 49% <sup>f</sup>	74 41%	424 47%
Not at all	288 27%	124 23%	164 30% <sup>a</sup>	40 28%	248 26%	40 28%	117 26%	171 27%	40 22%	248 27%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**



## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 34

**D6. Thinking about national level elections in this country, do you tend to vote in these elections all of the time, most of the time, some of the time, rarely, or never?**

**Base: All respondents**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
All of the time	630 58%	133 67% <sup>a</sup>	374 62% <sup>d</sup>	256 53%	97 41%	251 55% <sup>e</sup>	282 73% <sup>ef</sup>	145 67% <sup>jk</sup>	154 63% <sup>k</sup>	111 56%	220 52%	133 67% <sup>m</sup>	113 51%	85 64% <sup>m</sup>	62 55%	88 63% <sup>m</sup>	149 53%
Most of the time	221 20%	36 18%	117 19%	104 22%	59 25% <sup>g</sup>	98 21%	64 17%	39 18%	47 19%	46 23%	88 21%	36 18%	50 23%	25 19%	24 21%	27 19%	59 21%
Some of the time	113 10%	17 9%	60 10%	53 11%	47 20% <sup>fg</sup>	46 10% <sup>g</sup>	20 5%	23 11%	20 8%	22 11%	48 11%	17 9%	28 13%	12 9%	10 9%	13 9%	33 12%
Rarely	46 4%	3 2%	18 3%	28 6% <sup>c</sup>	12 5% <sup>g</sup>	28 6% <sup>g</sup>	6 2%	2 1%	10 4% <sup>h</sup>	11 6% <sup>h</sup>	23 5% <sup>h</sup>	3 2%	14 6% <sup>l</sup>	5 4%	5 4%	5 4%	14 5%
Never	49 5%	8 4%	23 4%	26 5%	11 5%	27 6% <sup>g</sup>	11 3%	7 3%	10 4%	4 2%	28 7% <sup>j</sup>	8 4%	7 3%	2 2%	8 7% <sup>n</sup>	6 4%	18 6%
Don't know	24 2%	3 2%	10 2%	14 3%	13 5% <sup>fg</sup>	9 2%	2 1%	-	5 2% <sup>h</sup>	4 2% <sup>h</sup>	15 4% <sup>h</sup>	3 2%	8 4%	3 2%	3 3%	1 1%	6 2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 34

**D6. Thinking about national level elections in this country, do you tend to vote in these elections all of the time, most of the time, some of the time, rarely, or never?**

**Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
All of the time	630 58%	301 57%	329 59%	89 62%	541 58%	89 62%	253 57%	377 59%	91 51%	539 60%h
Most of the time	221 20%	123 23%b	98 18%	25 17%	196 21%	25 17%	98 22%	123 19%	46 26%	175 19%
Some of the time	113 10%	54 10%	59 11%	11 8%	102 11%	11 8%	38 9%	75 12%	17 9%	96 11%
Rarely	46 4%	21 4%	25 5%	11 8%	35 4%	11 8% <sup>d</sup>	24 5%	22 3%	5 3%	41 5%
Never	49 5%	19 4%	30 5%	4 3%	45 5%	4 3%	22 5%	27 4%	15 8% <sup>i</sup>	34 4%
Don't know	24 2%	12 2%	12 2%	4 3%	20 2%	4 3%	9 2%	15 2%	5 3%	19 2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 35

**D7. At the last general election in May, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?**

**Base: All respondents**

	Total GB (a)	Total Scot-land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot-land (l)	North England (m)	Mid-lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
Voted	925 85%	181 91%	536 89% <sup>d</sup>	389 81%	186 78%	390 85% <sup>e</sup>	349 91% <sup>ef</sup>	196 91% <sup>k</sup>	211 86%	171 86%	347 82%	181 91%	188 85%	117 89%	93 83%	127 91%	219 78%
Did not vote	147 14%	18 9%	61 10%	86 18% <sup>c</sup>	45 19% <sup>g</sup>	66 14% <sup>g</sup>	36 9%	18 8%	32 13%	25 13%	71 17% <sup>h</sup>	18 9%	32 15%	13 10%	17 15%	12 9%	55 20%
Don't know	11 1%	1 1%	5 1%	6 1%	8 3% <sup>fg</sup>	3 1%	- -	2 1%	3 1%	2 1%	4 1%	1 1%	- -	2 2%	2 2% <sup>m</sup>	1 1%	5 2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 35

**D7. At the last general election in May, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?**

**Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
Voted	925 85%	462 87%	463 84%	119 83%	806 86%	119 83%	375 84%	550 86%	147 82%	778 86%
Did not vote	147 14%	62 12%	85 15%	23 16%	124 13%	23 16%	65 15%	82 13%	30 17%	117 13%
Don't know	11 1%	6 1%	5 1%	2 1%	9 1%	2 1%	4 1%	7 1%	2 1%	9 1%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 36

**D8. Which party did you vote for at the last general election in May? Was it ...?****Base: All respondents**

	Total GB (a)	Total Scot- land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot- land (l)	North England (m)	Mid- lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
The Conservative Party	201 19% <sup>b</sup>	17 9%	122 20%	79 16%	43 18%	65 14%	93 24% <sup>f</sup>	48 22% <sup>k</sup>	56 23% <sup>k</sup>	43 22% <sup>k</sup>	54 13%	17 9%	38 17% <sup>l</sup>	26 20% <sup>l</sup>	24 21% <sup>l</sup>	23 16% <sup>l</sup>	73 26%
The Labour Party	327 30%	47 24%	194 32%	133 28%	63 26%	155 34% <sup>e</sup>	109 28%	68 31%	63 26%	63 32%	133 32%	47 24%	93 42% <sup>o</sup>	44 33%	28 25%	46 33%	69 25%
The Liberal Democrat Party	52 5%	7 4%	28 5%	24 5%	9 4%	22 5%	21 5%	20 9% <sup>ijk</sup>	9 4%	3 2%	20 5% <sup>j</sup>	7 4%	7 3%	9 7%	7 6%	12 9% <sup>lm</sup>	10 4%
The UK Independence Party or UKIP	172 16% <sup>b</sup>	3 2%	98 16%	74 15%	28 12%	70 15%	74 19% <sup>e</sup>	17 8%	39 16% <sup>h</sup>	33 17% <sup>h</sup>	83 20% <sup>h</sup>	3 2%	41 19% <sup>l</sup>	26 20% <sup>l</sup>	25 22% <sup>l</sup>	30 21% <sup>l</sup>	47 17%
SNP	100 9%	100 50% <sup>a</sup>	55 9%	45 9%	23 10%	39 8%	38 10%	30 14% <sup>ik</sup>	18 7%	20 10%	32 8%	100 50% <sup>mnp</sup>	-	-	-	-	-
Plaid Cymru	7 1%	-	6 1%	1 *	2 1%	4 1%	1 *	1 *	5 2% <sup>k</sup>	1 1%	-	-	-	-	-	7 5% <sup>lmno</sup>	-
Another party (SPECIFY)	60 6%	5 3%	31 5%	29 6%	15 6%	33 7% <sup>g</sup>	12 3%	10 5%	20 8% <sup>j</sup>	6 3%	24 6%	5 3%	8 4%	11 8% <sup>l</sup>	9 8% <sup>l</sup>	8 6%	19 7%
Did not vote	147 14%	18 9%	61 10%	86 18% <sup>c</sup>	45 19% <sup>g</sup>	66 14% <sup>g</sup>	36 9%	18 8%	32 13%	25 13%	71 17% <sup>h</sup>	18 9%	32 15%	13 10%	17 15%	12 9%	55 20%
Don't know	17 2%	3 2%	7 1%	10 2%	11 5% <sup>fg</sup>	5 1%	1 *	4 2%	4 2%	4 2%	5 1%	3 2%	1 *	3 2%	2 2%	2 1%	6 2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 36

**D8. Which party did you vote for at the last general election in May? Was it ...?****Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
The Conservative Party	201 19%	100 19%	101 18%	31 22%	170 18%	31 22%	79 18%	122 19%	32 18%	169 19%
The Labour Party	327 30%	165 31%	162 29%	38 26%	289 31%	38 26%	127 29%	200 31%	48 27%	279 31%
The Liberal Democrat Party	52 5%	22 4%	30 5%	3 2%	49 5%	3 2%	18 4%	34 5%	6 3%	46 5%
The UK Independence Party or UKIP	172 16%	84 16%	88 16%	22 15%	150 16%	22 15%	76 17%	96 15%	31 17%	141 16%
SNP	100 9%	53 10%	47 8%	14 10%	86 9%	14 10%	46 10%	54 8%	20 11%	80 9%
Plaid Cymru	7 1%	3 1%	4 1%	- -	7 1%	- -	1 *	6 1%	- -	7 1%
Another party (SPECIFY)	60 6%	31 6%	29 5%	11 8%	49 5%	11 8%	24 5%	36 6%	7 4%	53 6%
Did not vote	147 14%	62 12%	85 15%	23 16%	124 13%	23 16%	65 15%	82 13%	30 17%	117 13%
Don't know	17 2%	10 2%	7 1%	2 1%	15 2%	2 1%	8 2%	9 1%	5 3%	12 1%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 37

**D9. What is the highest educational level that you have achieved to date?****Base: All respondents**

	Total GB (a)	Total Scot- land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot- land (l)	North England (m)	Mid- lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
No formal education	16 1%	1 1%	12 2%	4 1%	3 1%	8 2%	5 1%	1 *	1 *	1 1%	13 3%hij	1 1%	6 3%	2 2%	1 1%	1 1%	5 2%
Primary school	9 1%	1 1%	5 1%	4 1%	4 2%f	1 *	4 1%	- -	1 *	3 2%	5 1%	1 1%	- -	- -	3 3%m	1 1%	4 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	689 64%	117 59%	362 60%	327 68% <sup>c</sup>	107 45%	308 67% <sup>e</sup>	274 71% <sup>e</sup>	82 38%	145 59% <sup>h</sup>	144 73% <sup>hi</sup>	317 75% <sup>hi</sup>	117 59%	150 68% <sup>l</sup>	92 70% <sup>l</sup>	79 71% <sup>l</sup>	94 67%	157 56%
University degree or equivalent professional qualification, NVQ level 4, etc.	247 23%	60 30% <sup>a</sup>	144 24%	103 21%	71 30% <sup>fg</sup>	99 22%	77 20%	95 44% <sup>ijk</sup>	66 27% <sup>jk</sup>	33 17%	53 13%	60 30% <sup>mno</sup>	42 19%	25 19%	18 16%	32 23%	70 25%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	88 8%	17 9%	61 10% <sup>d</sup>	27 6%	36 15% <sup>fg</sup>	34 7%	18 5%	35 16% <sup>ijk</sup>	22 9% <sup>k</sup>	12 6%	19 5%	17 9%	14 6%	10 8%	7 6%	7 5%	33 12%
Still in full time education	13 1%	1 1%	7 1%	6 1%	13 5% <sup>fg</sup>	- -	- -	2 1%	8 3% <sup>jk</sup>	1 1%	2 *	1 1%	4 2%	2 2%	1 1%	3 2%	2 1%
Prefer not to answer	16 1%	3 2%	9 1%	7 1%	4 2%	6 1%	6 2%	1 *	3 1%	3 2%	9 2%	3 2%	4 2%	- -	2 2%	2 1%	5 2%
Don't know	5 *	- -	2 *	3 1%	1 *	3 1%	1 *	- -	- -	1 1%	4 1%	- -	- -	1 1%	1 1%	- -	3 1%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 37

**D9. What is the highest educational level that you have achieved to date?****Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cigarette switchers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
No formal education	16 1%	7 1%	9 2%	4 3%	12 1%	4 3%	5 1%	11 2%	3 2%	13 1%
Primary school	9 1%	4 1%	5 1%	- -	9 1%	- -	7 2%g	2 *	3 2%	6 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	689 64%	304 57%	385 70%ac	82 57%	607 65%	82 57%	306 69%g	383 60%	99 55%	590 65%h
University degree or equivalent professional qualification, NVQ level 4, etc.	247 23%	135 25%b	112 20%	38 26%	209 22%	38 26%	81 18%	166 26%f	46 26%	201 22%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	88 8%	62 12%b	26 5%	13 9%b	75 8%	13 9%	36 8%	52 8%	21 12%	67 7%
Still in full time education	13 1%	8 2%	5 1%	2 1%	11 1%	2 1%	2 *	11 2%	2 1%	11 1%
Prefer not to answer	16 1%	7 1%	9 2%	3 2%	13 1%	3 2%	6 1%	10 2%	4 2%	12 1%
Don't know	5 *	3 1%	2 *	2 1%	3 *	2 1%	1 *	4 1%	1 1%	4 *

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**



## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 38

**D10. What is the combined annual income of your household, prior to tax being deducted?****Base: All respondents**

	Total GB (a)	Total Scot- land (b)	Gender		Age			Social Grade				Region						
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot- land (l)	North England (m)	Mid- lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)	
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279	
Up to £7,000	(3.5) 8%	87 8%	15 8%	46 9%	41 9%	23 10%	39 8%	25 6%	2 1%	14 6%h	5 3%	66 16%hij	15 8%	15 7%	13 10%	5 4%	12 9%	27 10%
£7,001 to £14,000	(10.5) 23%b	245 15%	30 15%	133 22%	112 23%	45 19%	96 21%	104 27%ef	17 8%	46 19%hj	22 11%	160 38%hij	30 15%	58 26%l	32 24%l	29 26%l	36 26%l	60 22%
£14,001 to £21,000	(17.5) 21%	228 20%	40 20%	123 20%	105 22%	33 14%	94 20%e	101 26%ef	36 17%	61 25%h	41 21%	90 21%	40 20%	50 23%	26 20%	25 22%	31 22%	56 20%
£21,001 to £28,000	(24.5) 20%	215 16%	32 16%	119 20%	96 20%	55 23%	93 20%	67 17%	55 25%k	56 23%k	55 28%k	49 12%	32 16%	45 20%	29 22%	27 24%	30 21%	52 19%
£28,001 to £34,000	(31) 13%	139 15%	29 15%	86 14%	53 11%	33 14%	68 15%g	38 10%	39 18%k	35 14%k	38 19%k	27 6%	29 15%	28 13%	15 11%	12 11%	12 9%	43 15%
£34,001 to £41,000	(37.5) 7%	74 11%a	22 11%a	46 8%	28 6%	23 10%	28 6%	23 6%	30 14%ik	15 6%k	22 11%k	6 1%	22 11%op	14 6%	9 7%	2 2%	6 4%	21 8%
£41,001 to £48,000	(44.5) 2%	18 2%	4 2%	12 2%	6 1%	7 3%g	8 2%	3 1%	10 5%ik	2 1%	3 2%	3 1%	4 2%	2 1%	5 4%	1 1%	2 1%	4 1%
£48,001 to £55,000	(51.5) 2%	21 5%a	9 5%a	12 2%	9 2%	11 5%fg	7 2%	3 1%	9 4%k	7 3%k	3 2%	2 *	9 5%	3 1%	1 1%	3 3%	2 1%	3 1%
£55,001 to £62,000	(58.5) *	5 1%	1 1%	4 1%	1 *	1 *	4 1%	- -	2 1%	1 *	1 1%	1 *	1 1%	1 *	- -	1 1%	2 1%	- -
£62,001 to £69,000	(65.5) *	5 1%	1 1%	3 *	2 *	3 1%g	2 *	- -	4 2%k	1 *	- -	- -	1 1%	1 *	- -	- -	- -	3 1%
£69,001 to £76,000	(72.5) *	3 1%	1 1%	2 *	1 *	- -	2 *	1 *	3 1%k	- -	- -	- -	1 1%	- -	- -	1 1%	- -	1 *
£76,001 to £83,000	(79.5) *	2 -	- -	2 *	- -	1 *	1 *	- -	2 1%k	- -	- -	- -	- -	- -	- -	1 1%	- -	1 *
£83,001 or more	(86) *	1 1%	1 1%	1 *	- -	- -	1 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	- -	- -	- -

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p

Prepared by Populus

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 38

**D10. What is the combined annual income of your household, prior to tax being deducted?****Base: All respondents**

	Total GB (a)	Total Scot- land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot- land (l)	North England (m)	Mid- lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
Prefer not to answer	40 4%	15 8%a	13 2%	27 6%c	4 2%	16 3%	20 5%e	6 3%	8 3%	8 4%	18 4%	15 8%mn	3 1%	2 2%	5 4%	7 5%m	8 3%
Average income (£000's)	21.27	24.32a	22.05d	20.25	23.73g	21.71g	19.15	29.75ij k	21.82k	24.54ik	14.96	24.32mn p	20.27	20.18	21.29	19.58	21.33

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 38

**D10. What is the combined annual income of your household, prior to tax being deducted?****Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette		
		Users (a)	Non-Users (b)	E-cigarette switchers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)	
Base	1083	530	553	144	939	144	444	639	179	904	
Up to £7,000	(3.5)	87 8%	36 7%	51 9%	10 7%	77 8%	10 7%	24 5%	63 10% <sup>f</sup>	10 6%	77 9%
£7,001 to £14,000	(10.5)	245 23%	114 22%	131 24%	24 17%	221 24%	24 17%	104 23%	141 22%	40 22%	205 23%
£14,001 to £21,000	(17.5)	228 21%	106 20%	122 22%	34 24%	194 21%	34 24%	86 19%	142 22%	42 23%	186 21%
£21,001 to £28,000	(24.5)	215 20%	104 20%	111 20%	36 25%	179 19%	36 25%	87 20%	128 20%	34 19%	181 20%
£28,001 to £34,000	(31)	139 13%	74 14%	65 12%	22 15%	117 12%	22 15%	68 15% <sup>g</sup>	71 11%	27 15%	112 12%
£34,001 to £41,000	(37.5)	74 7%	42 8% <sup>c</sup>	32 6%	4 3%	70 7% <sup>e</sup>	4 3%	28 6%	46 7%	10 6%	64 7%
£41,001 to £48,000	(44.5)	18 2%	12 2%	6 1%	2 1%	16 2%	2 1%	8 2%	10 2%	4 2%	14 2%
£48,001 to £55,000	(51.5)	21 2%	12 2%	9 2%	3 2%	18 2%	3 2%	9 2%	12 2%	3 2%	18 2%
£55,001 to £62,000	(58.5)	5 *	3 1%	2 *	- -	5 1%	- -	3 1%	2 *	1 1%	4 *
£62,001 to £69,000	(65.5)	5 *	3 1%	2 *	2 1%	3 *	2 1%	2 *	3 *	2 1%	3 *
£69,001 to £76,000	(72.5)	3 *	2 *	1 *	- -	3 *	- -	3 1% <sup>g</sup>	- -	1 1%	2 *
£76,001 to £83,000	(79.5)	2 *	2 *	- -	1 1%	1 *	1 1%	1 *	1 *	1 1%	1 *
£83,001 or more	(86)	1 *	1 *	- -	- -	1 *	- -	1 *	- -	- -	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i

Prepared by Populus

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 38

**D10. What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cigarette switchers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
Prefer not to answer	40 4%	19 4%	21 4%	6 4%	34 4%	6 4%	20 5%	20 3%	4 2%	36 4%
Average income (£000's)	21.27	22.52b	20.06	22.10	21.14	22.10	22.36g	20.52	22.34	21.05

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 39  
**D11. Social Grade**  
**Base: All respondents**

	Total GB (a)	Total Scot- land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot- land (l)	North England (m)	Mid- lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
A	54 5%	12 6%	36 6%	18 4%	10 4%	20 4%	24 6%	54 25% <sup>ijk</sup>	-	-	-	12 6%	10 5%	7 5%	3 3%	7 5%	15 5%
B	162 15%	41 21% <sup>a</sup>	98 16%	64 13%	44 18%	60 13%	58 15%	162 75% <sup>ijk</sup>	-	-	-	41 21% <sup>mn</sup>	28 13%	16 12%	14 13%	20 14%	43 15%
C1	246 23%	37 19%	118 20%	128 27% <sup>c</sup>	75 31% <sup>fg</sup>	98 21%	73 19%	-	246 100% <sup>hjk</sup>	-	-	37 19%	46 21%	33 25%	31 28%	36 26%	63 23%
C2	198 18%	36 18%	119 20%	79 16%	35 15%	104 23% <sup>eg</sup>	59 15%	-	-	198 100% <sup>hik</sup>	-	36 18%	48 22%	25 19%	16 14%	20 14%	53 19%
D	182 17%	34 17%	103 17%	79 16%	44 18%	84 18%	54 14%	-	-	-	182 43% <sup>hij</sup>	34 17%	49 22%	20 15%	17 15%	22 16%	40 14%
E	240 22%	40 20%	127 21%	113 23%	31 13%	93 20% <sup>ee</sup>	116 30% <sup>ef</sup>	-	-	-	240 57% <sup>hij</sup>	40 20%	39 18%	31 23%	31 28% <sup>m</sup>	35 25%	64 23%
NET: ABC1	462 43%	90 45%	252 42%	210 44%	129 54% <sup>fg</sup>	178 39%	155 40%	216 100% <sup>jk</sup>	246 100% <sup>jk</sup>	-	-	90 45%	84 38%	56 42%	48 43%	63 45%	121 43%
NET: C2DE	620 57%	110 55%	349 58%	271 56%	110 46%	281 61% <sup>e</sup>	229 59% <sup>ee</sup>	-	-	198 100% <sup>hi</sup>	422 100% <sup>hi</sup>	110 55%	136 62%	76 58%	64 57%	77 55%	157 56%
Refused	1 *	-	1 *	-	-	-	1 *	-	-	-	-	-	-	-	-	-	1 *

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 39  
**D11. Social Grade**  
**Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
A	54 5%	29 5%	25 5%	9 6%	45 5%	9 6%	21 5%	33 5%	11 6%	43 5%
B	162 15%	97 18% <sup>b</sup>	65 12%	24 17%	138 15%	24 17%	63 14%	99 15%	28 16%	134 15%
C1	246 23%	124 23%	122 22%	31 22%	215 23%	31 22%	89 20%	157 25%	29 16%	217 24% <sup>h</sup>
C2	198 18%	100 19%	98 18%	26 18%	172 18%	26 18%	97 22% <sup>g</sup>	101 16%	47 26% <sup>i</sup>	151 17%
D	182 17%	86 16%	96 17%	26 18%	156 17%	26 18%	79 18%	103 16%	34 19%	148 16%
E	240 22%	94 18%	146 26% <sup>a</sup>	28 19%	212 23%	28 19%	95 21%	145 23%	30 17%	210 23%
NET: ABC1	462 43%	250 47% <sup>b</sup>	212 38%	64 44%	398 42%	64 44%	173 39%	289 45% <sup>f</sup>	68 38%	394 44%
NET: C2DE	620 57%	280 53%	340 61% <sup>a</sup>	80 56%	540 58%	80 56%	271 61% <sup>g</sup>	349 55%	111 62%	509 56%
Refused	1 *	-	1 *	-	1 *	-	-	1 *	-	1 *

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 40  
**D12. Which one of these regions do you live in?**  
**Base: All respondents**

	Total GB (a)	Total Scot- land (b)	Gender		Age			Social Grade				Region					
			Male (c)	Female (d)	18-34 (e)	35-54 (f)	55+ (g)	AB (h)	C1 (i)	C2 (j)	DE (k)	Scot- land (l)	North England (m)	Mid- lands (n)	East of England (o)	Wales/ SW (p)	London/ SE (q)
Base	1083	200	602	481	239	459	385	216	246	198	422	200	220	132	112	140	279
Scotland	200 18%	200 100% <sup>a</sup>	98 16%	102 21% <sup>c</sup>	40 17%	79 17%	81 21%	53 25% <sup>ik</sup>	37 15%	36 18%	74 18%	200 100% <sup>mnop</sup>	-	-	-	-	-
North East	37 3% <sup>b</sup>	-	24 4%	13 3%	11 5%	13 3%	13 3%	10 5%	7 3%	6 3%	14 3%	-	37 17% <sup>lnop</sup>	-	-	-	-
North West	99 9% <sup>b</sup>	-	72 12% <sup>d</sup>	27 6%	20 8%	52 11% <sup>g</sup>	27 7%	17 8%	25 10%	15 8%	42 10%	-	99 45% <sup>lnop</sup>	-	-	-	-
Yorkshire & Humberside	84 8% <sup>b</sup>	-	44 7%	40 8%	17 7%	38 8%	29 8%	11 5%	14 6%	27 14% <sup>hik</sup>	32 8%	-	84 38% <sup>lnop</sup>	-	-	-	-
West Midlands	68 6% <sup>b</sup>	-	46 8% <sup>d</sup>	22 5%	12 5%	25 5%	31 8%	14 6%	15 6%	15 8%	24 6%	-	-	68 52% <sup>lmop</sup>	-	-	-
East Midlands	64 6% <sup>b</sup>	-	39 6%	25 5%	6 3%	33 7% <sup>e</sup>	25 6% <sup>e</sup>	9 4%	18 7%	10 5%	27 6%	-	-	64 48% <sup>lmop</sup>	-	-	-
Wales	76 7% <sup>b</sup>	-	38 6%	38 8%	22 9%	32 7%	22 6%	14 6%	23 9%	12 6%	27 6%	-	-	-	-	76 54% <sup>lmno</sup>	-
East of England	112 10% <sup>b</sup>	-	61 10%	51 11%	22 9%	54 12%	36 9%	17 8%	31 13%	16 8%	48 11%	-	-	-	112 100% <sup>lmnp</sup>	-	-
London	132 12% <sup>b</sup>	-	60 10%	72 15% <sup>c</sup>	40 17% <sup>f</sup>	46 10%	46 12%	34 16% <sup>k</sup>	34 14%	23 12%	40 9%	-	-	-	-	-	132 47%
South East	147 14% <sup>b</sup>	-	85 14%	62 13%	39 16%	56 12%	52 14%	24 11%	29 12%	30 15%	64 15%	-	-	-	-	-	147 53%
South West	64 6% <sup>b</sup>	-	35 6%	29 6%	10 4%	31 7%	23 6%	13 6%	13 5%	8 4%	30 7%	-	-	-	-	64 46% <sup>lmno</sup>	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f/g - h/i/j/k - l/m/n/o/p**

## Attitudes to E-Cigarettes and Regulation

### ONLINE Fieldwork: 24th - 28th July 2015

Absolutes/col percents

Table 40

**D12. Which one of these regions do you live in?****Base: All respondents**

	Total GB	E-Cigarette Use			Cigarette Use		Family Smoke		Family E-Cigarette	
		Users (a)	Non-Users (b)	E-cig-arette switch-ers (c)	Users (d)	Non-Users (e)	Yes (f)	No (g)	Yes (h)	No (i)
Base	1083	530	553	144	939	144	444	639	179	904
Scotland	200 18%	96 18%	104 19%	28 19%	172 18%	28 19%	85 19%	115 18%	30 17%	170 19%
North East	37 3%	24 5% <sup>b</sup>	13 2%	8 6% <sup>b</sup>	29 3%	8 6%	18 4%	19 3%	13 7% <sup>i</sup>	24 3%
North West	99 9%	56 11%	43 8%	10 7%	89 9%	10 7%	43 10%	56 9%	23 13%	76 8%
Yorkshire & Humberside	84 8%	40 8%	44 8%	11 8%	73 8%	11 8%	34 8%	50 8%	17 9%	67 7%
West Midlands	68 6%	29 5%	39 7%	10 7%	58 6%	10 7%	27 6%	41 6%	8 4%	60 7%
East Midlands	64 6%	42 8% <sup>b</sup>	22 4%	17 12% <sup>b</sup>	47 5%	17 12% <sup>d</sup>	24 5%	40 6%	10 6%	54 6%
Wales	76 7%	37 7%	39 7%	9 6%	67 7%	9 6%	34 8%	42 7%	10 6%	66 7%
East of England	112 10%	49 9%	63 11%	10 7%	102 11%	10 7%	52 12%	60 9%	21 12%	91 10%
London	132 12%	72 14%	60 11%	17 12%	115 12%	17 12%	44 10%	88 14%	18 10%	114 13%
South East	147 14%	60 11%	87 16% <sup>a</sup>	17 12%	130 14%	17 12%	56 13%	91 14%	19 11%	128 14%
South West	64 6%	25 5%	39 7%	7 5%	57 6%	7 5%	27 6%	37 6%	10 6%	54 6%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c - d/e - f/g - h/i**