



# Health Diplomats

Vaping research

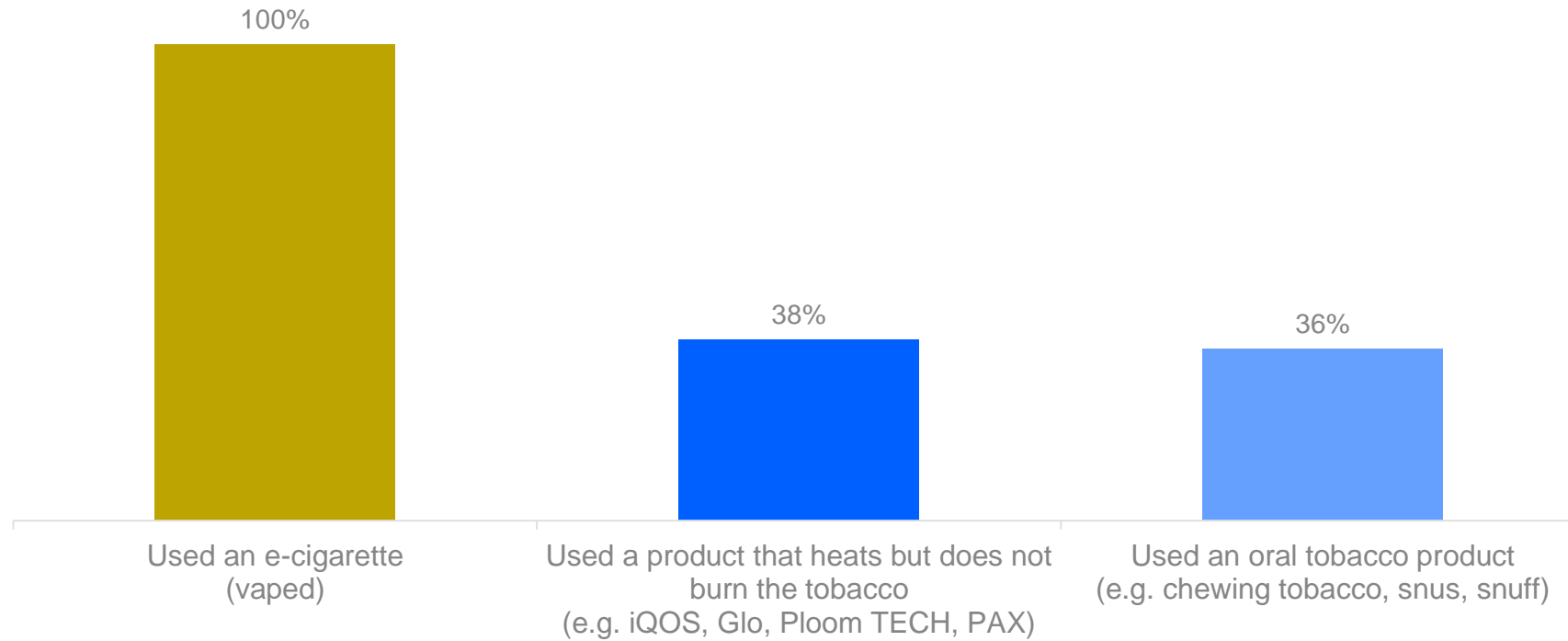
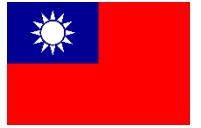
Taiwan April 2022

**KANTAR**



# 1. Recruitment

# Products used during the last 30 days




Base: Used an E-cigarette and / or oral tobacco product in last 30 days – 1,001

# Products used in last 30 days – combinations of products used



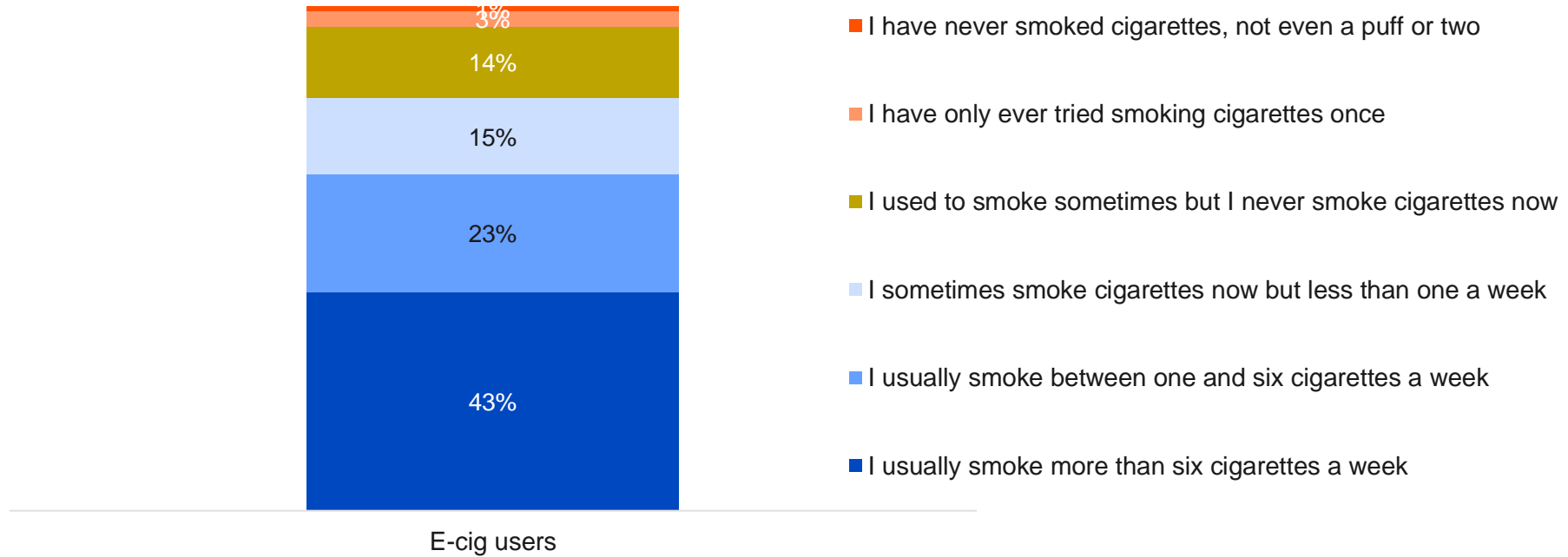
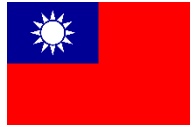
	Used an e-cigarette (vaped)	Used a product that heats but does not burn the tobacco	Used an oral tobacco product
Used an e-cigarette (vaped)	100%	100%	100%
Used a heated tobacco product	38%	100%	61%
Used an oral tobacco product	36%	58%	100%

Base: Used E-cig in last 30 days – 1,001 , used a product that heats but does not burn the tobacco in last 30 days – 382, used an oral tobacco product in last 30 days – 364



## **2. Usage of e-cigarettes, heated tobacco products and cigarettes**

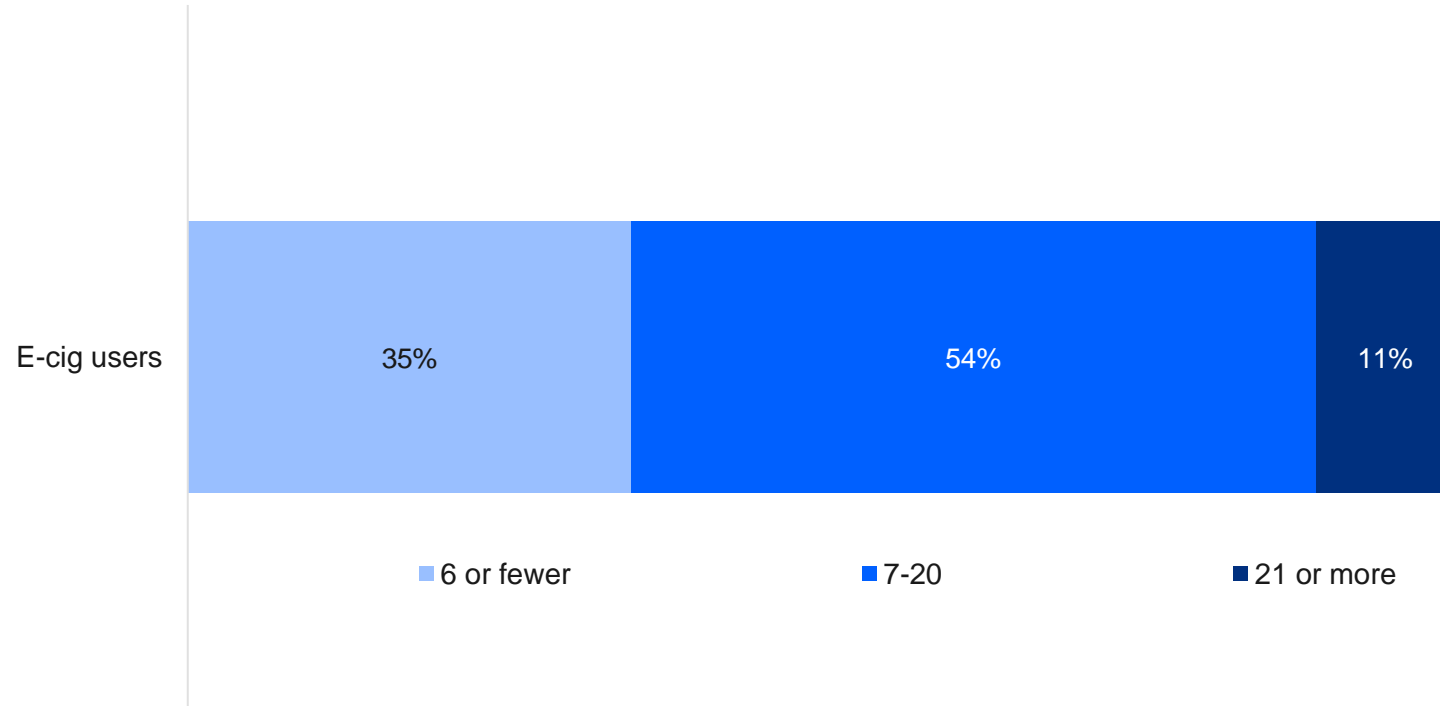
# Frequency of smoking cigarettes (“tobacco rolled in paper for smoking”)



Use weekly	66%
Currently use	81%

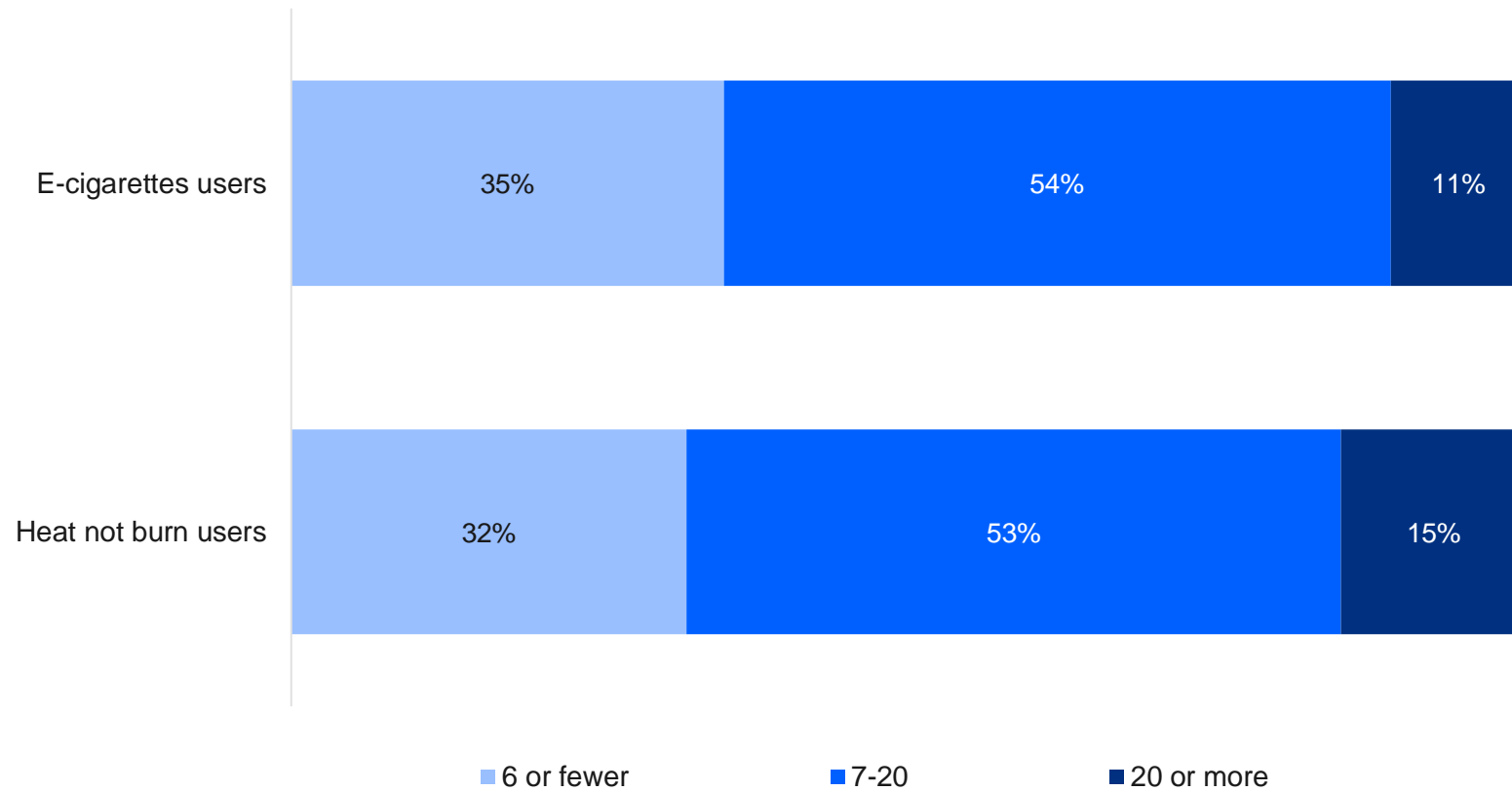
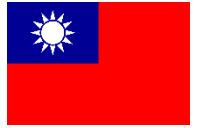
Base: Used an E-cigarette in last 30 day - 468

# Number of cigarettes normally smoke per day



Base: Used an E-cigarette in last 30 day and smoke cigarettes at least once a week – 1,001

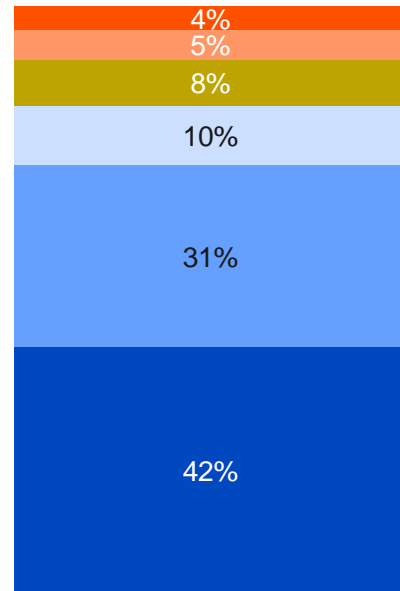
# Number of cigarettes normally smoke per day



Base: smoke cigarettes at least once a week and used E-cig in last 30 days – 653 , and used a product that heats but does not burn the tobacco in last 30 says – 306



# Frequency using e-cigarettes (vaping)



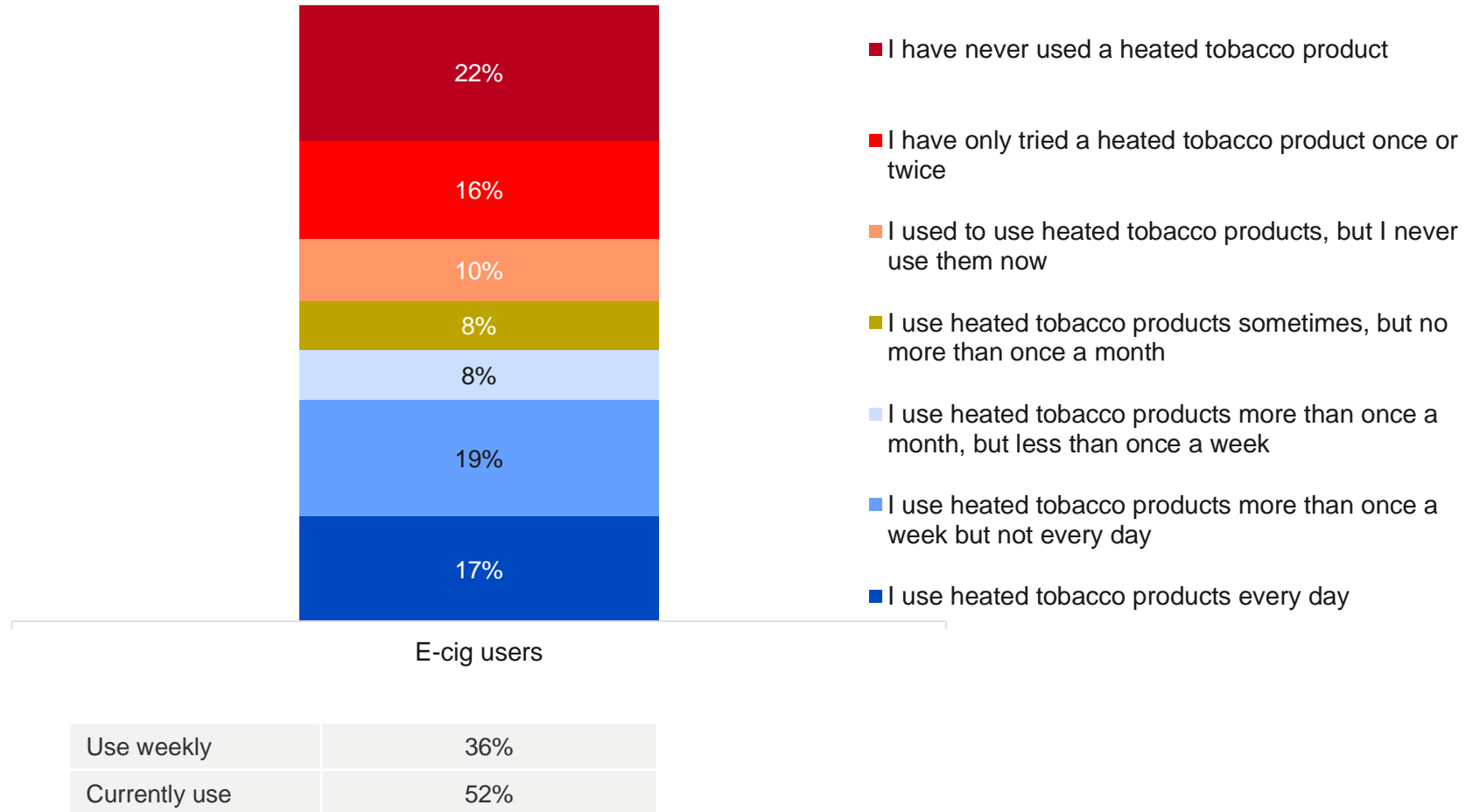
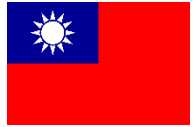
E-cig users

- I have only tried an e-cigarette once or twice
- I used to use e-cigarettes, but I never use them now
- I use e-cigarettes sometimes, but no more than once a month
- I use e-cigarettes more than once a month, but less than once a week
- I use e-cigarettes more than once a week but not every day
- I use e-cigarettes every day

Use weekly	7%
Currently use	91%

Base: Used an E-cigarette in last 30 day - 1,001

# Frequency using heated tobacco products



Base: Used an E-cigarette in last 30 days - 1,001

The background of the slide is a dark, almost black, space filled with intricate, swirling patterns of a light purple or lavender color. These patterns resemble smoke or vapor rising and drifting, creating a sense of movement and depth. The overall aesthetic is modern and somewhat ethereal.

### **3. E-cig users: Reasons for use**

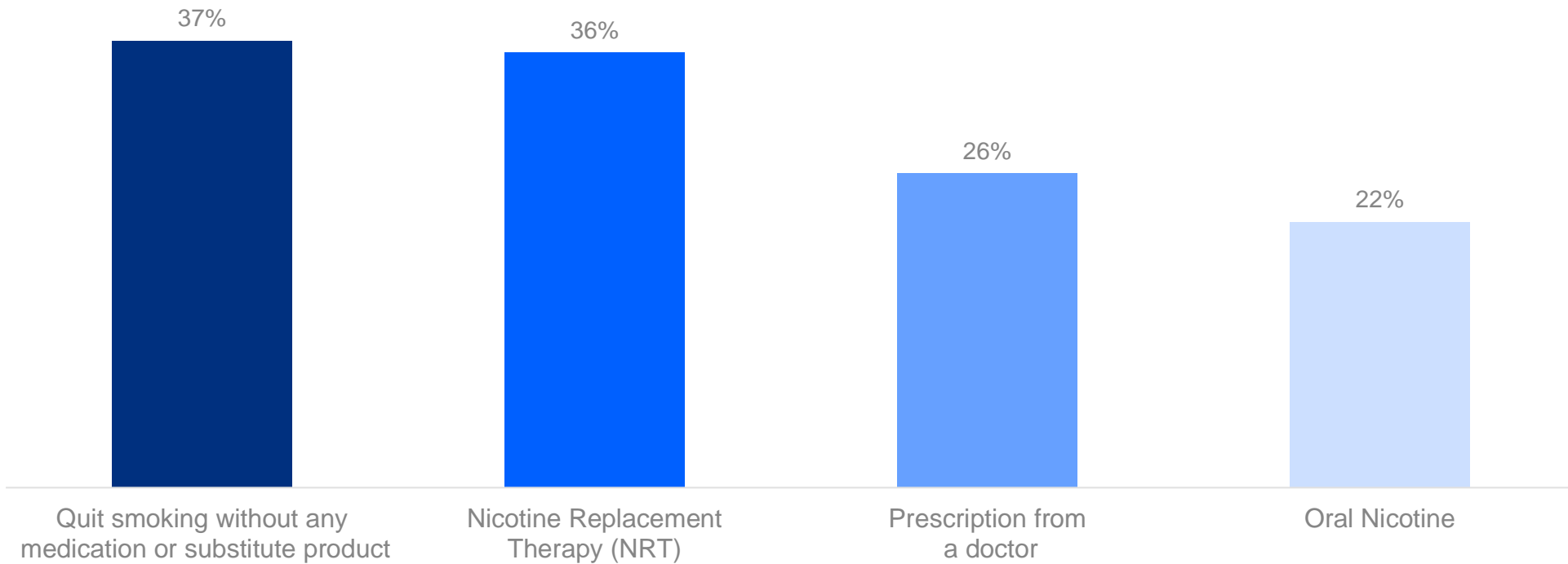
# Reasons for using e-cigarettes



	Currently use E-cigs
To relax	34%
To use in places where you can't smoke	31%
To help you to cut down the amount you smoke	25%
The smell	27%
The taste	23%
To protect others from second hand smoke	25%
For enjoyment	15%
Was suggested by a friend	17%
Less harmful for the environment	13%
To help you to stop smoking entirely	12%
More sociable	11%
To save money	11%
For health reasons	12%

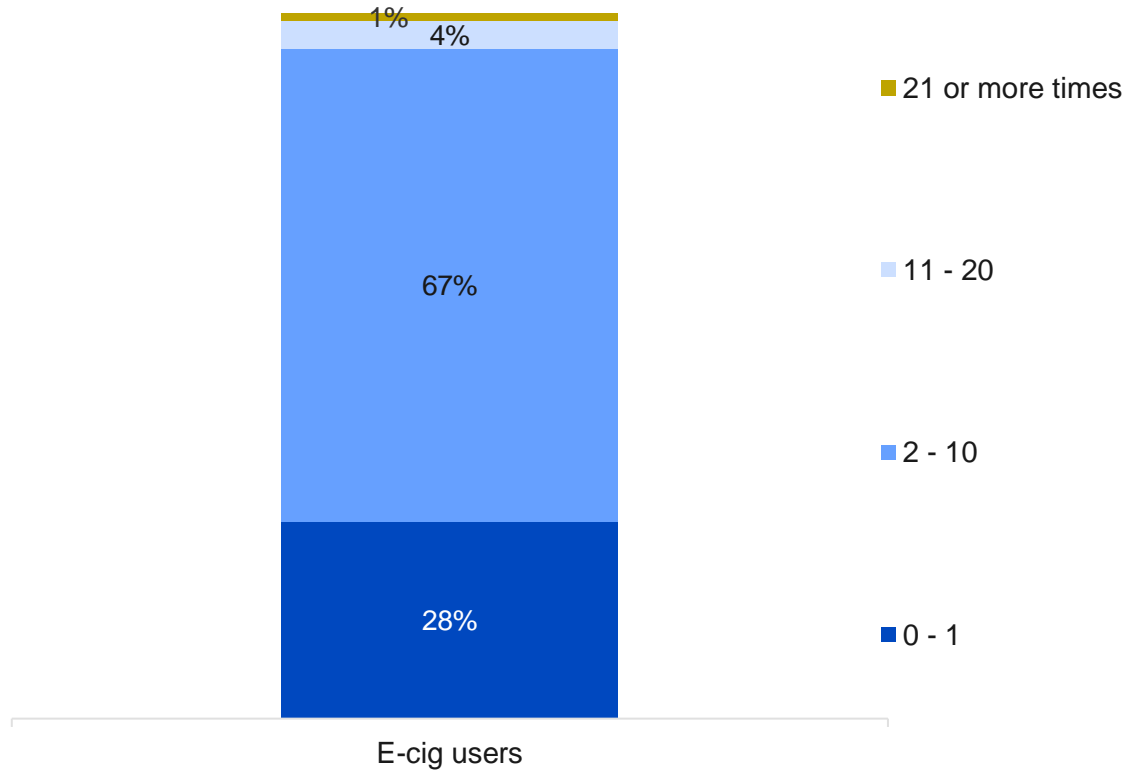
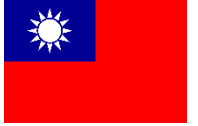
Base: Currently use e-cigs - 908

# Previous approaches tried to help cut previously tried to quit down on smoking



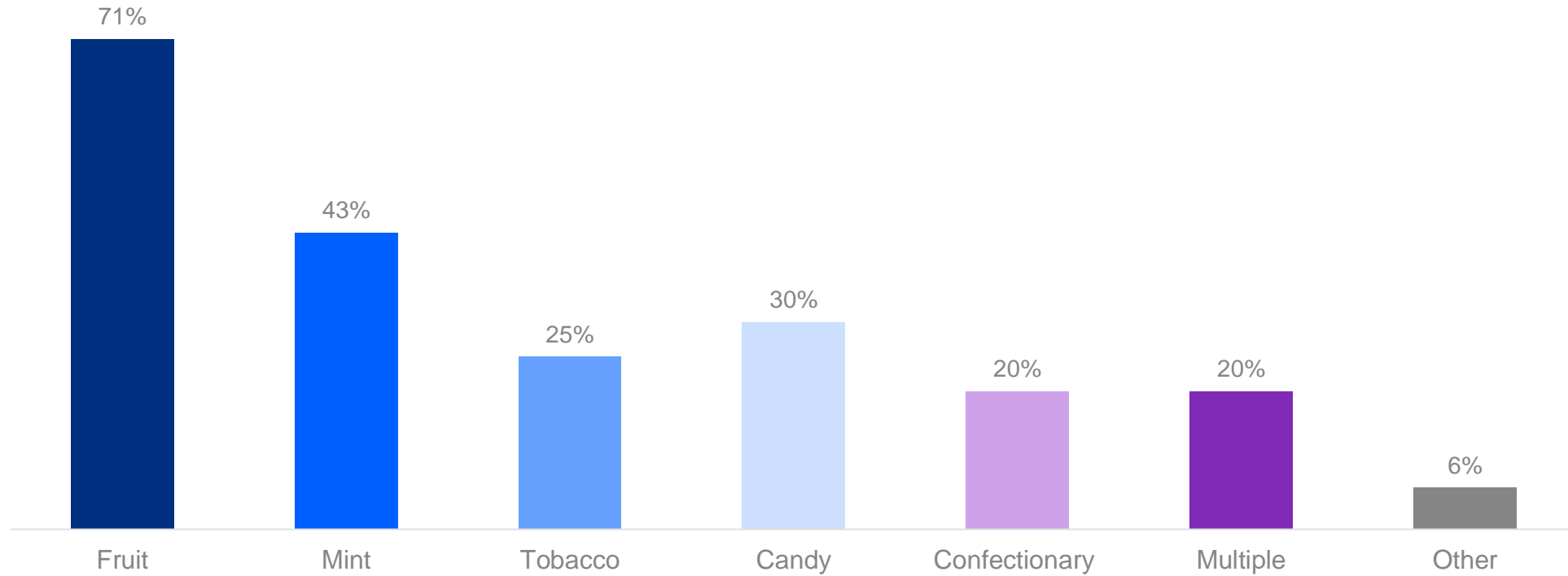
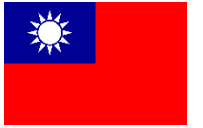
Base: Currently use e-cigs and indicated that they vaped to help cut down on amount smoke (excl. none of the above) - 226

# How many times previously tried to quit smoking



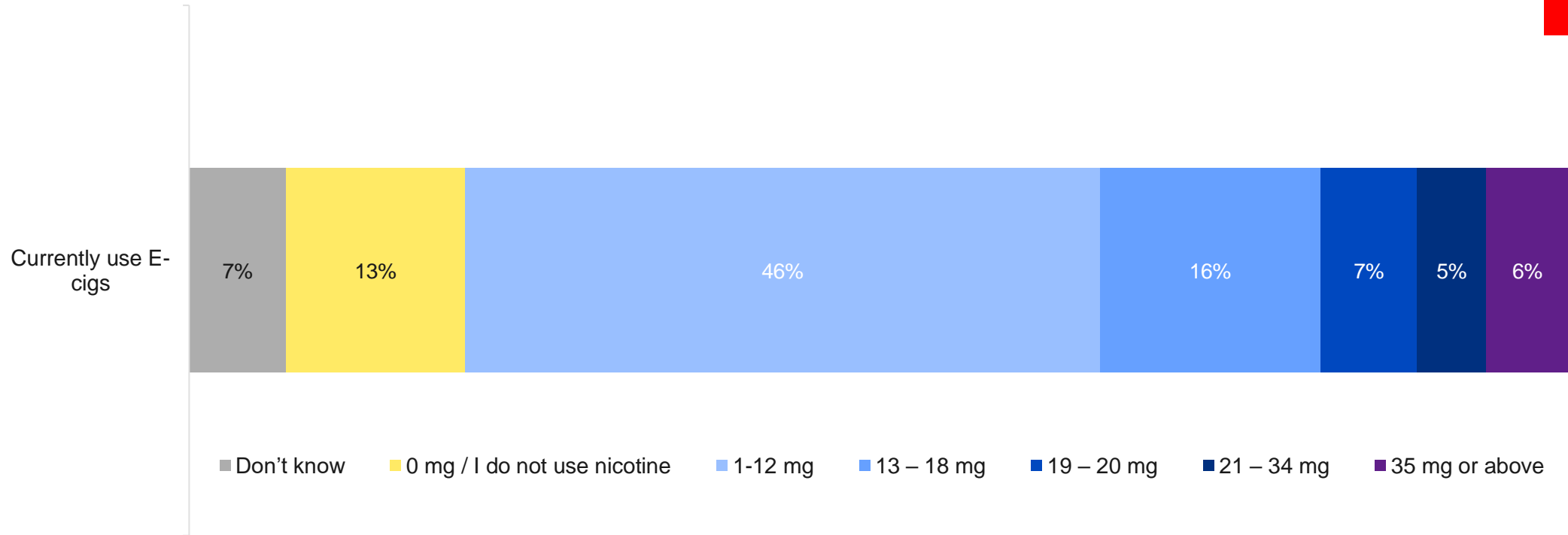
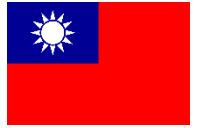
Base: Currently use e-cigs and indicated that reason for using is to help you to cut down the amount you smoke - 226

# Preferred vaping flavours



Base: Currently use e-cigs and indicated that taste was one of their reasons for vaping- 206

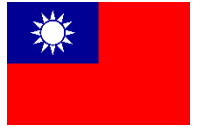
# Strength of Nicotine used



Base: currently use e-cigs - 908



# Reasons for using heated tobacco products



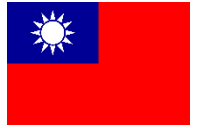
	Heated tobacco products users
To relax	32%
To use in places where you can't smoke	22%
To protect others from second hand smoke	22%
To help you to cut down the amount you smoke	21%
The smell	20%
The taste	19%
Was suggested by a friend	19%
For enjoyment	18%
For health reasons	16%
More sociable	14%
Less harmful for the environment	13%
To help you to stop smoking entirely	12%
Advised by a health professional	8%
To save money	7%

Base: Currently use e-cigs and heated tobacco products - 513

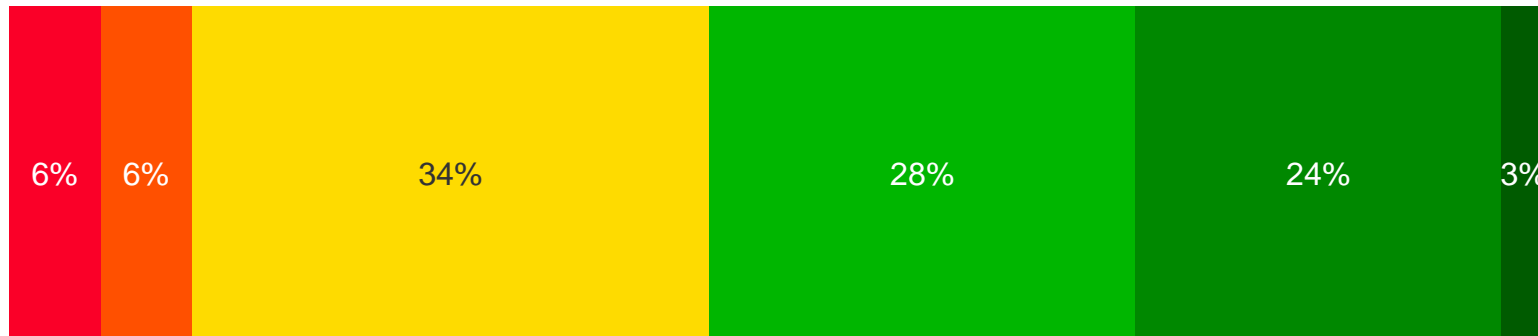
The background of the slide is a dark, almost black, space filled with intricate, swirling patterns of a light teal or cyan color. These patterns resemble smoke or vapor rising and drifting, creating a sense of movement and depth. The overall aesthetic is modern and somewhat ethereal.

## 4. E-cig users: Perceptions of risk

# Perception of whether e-cigarettes are any more or less harmful than tobacco cigarettes



E-cig users



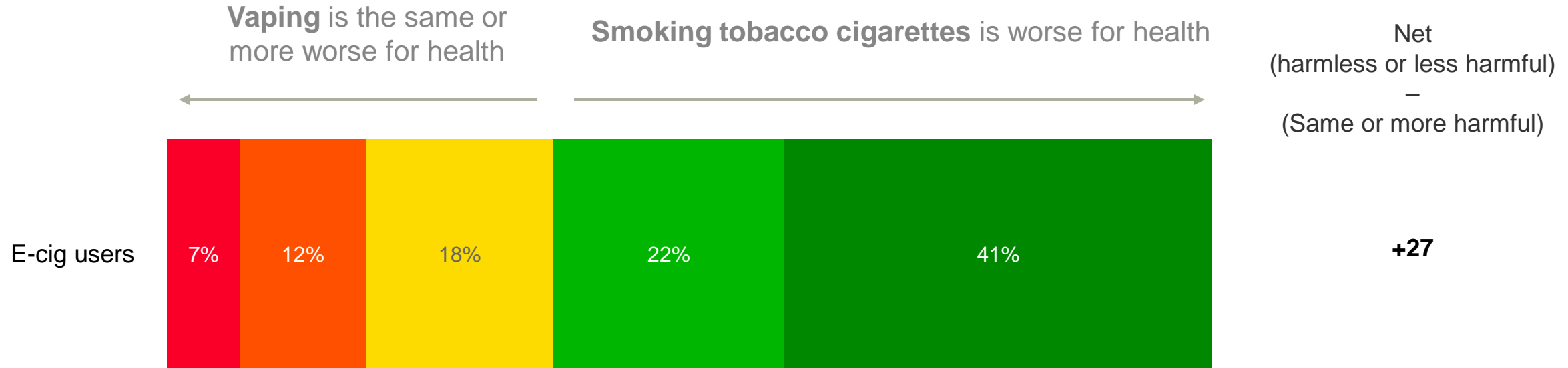
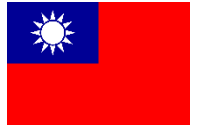
Net  
(harmless or less harmful)  
–  
(Same or more harmful)

**+9**

- About the same
- A little more harmful than tobacco cigarettes
- A lot more harmful than tobacco cigarettes
- A little less harmful than tobacco cigarettes
- A lot less harmful than tobacco cigarettes
- Completely harmless

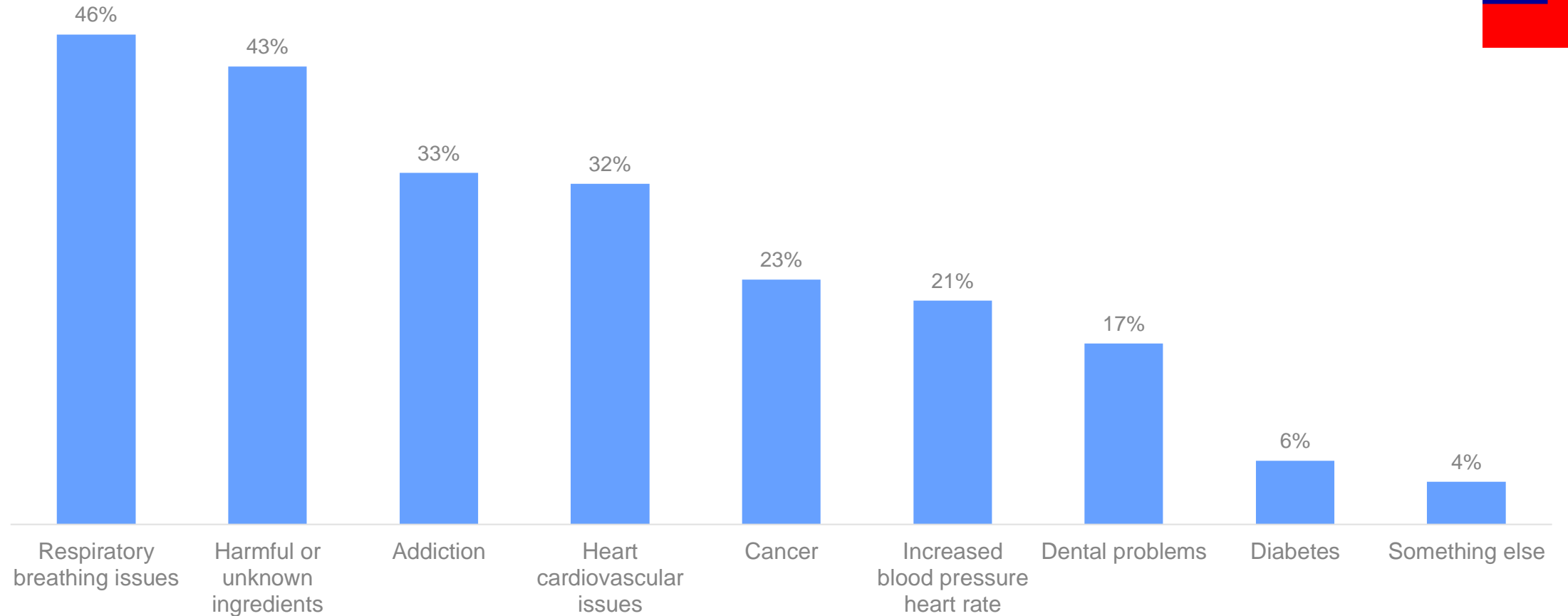
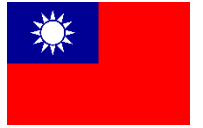
Base: Used an E-cigarette in last 30 days (Excl DK) – 985

# Perception of whether vaping is worse for health than smoking tobacco cigarettes



Base: Used an E-cigarette in last 30 days (Excl don't know) -974

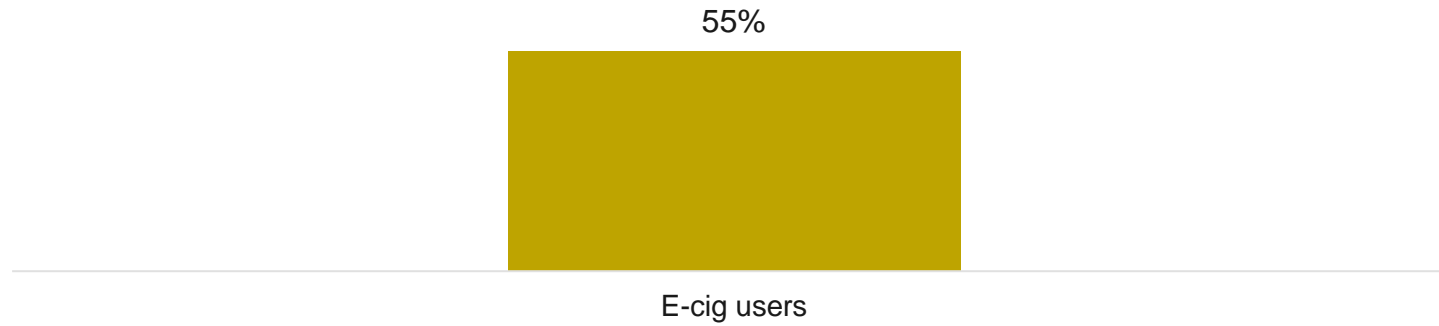
# Perceived potential health risks of vaping



Base: Used an E-cigarette in last 30 days (Excl those who answered “completely harmless” / “don’t know” when asked if E-cigs more or less harmful than tobacco to the person using them) - 960

# Awareness of vaping-related illnesses in your country or elsewhere

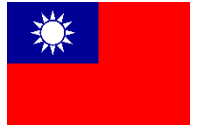
## Perceived primary cause of these illnesses



	Aware of related illness
Illegal ingredients used in nicotine vaping units	50%
Illegal ingredients used in THC vaping units	36%
Illegal nicotine vaping units	37%
Illegal THC vaping units	34%
None of the above	4%

Base: Used an E-cigarette in last 30 days (Excl those who answered “completely harmless” / “don’t know” when asked if E-cigs more or less harmful than tobacco to the person using them) – 960  
 Awareness of vaping-related illnesses in your country or elsewhere - 532

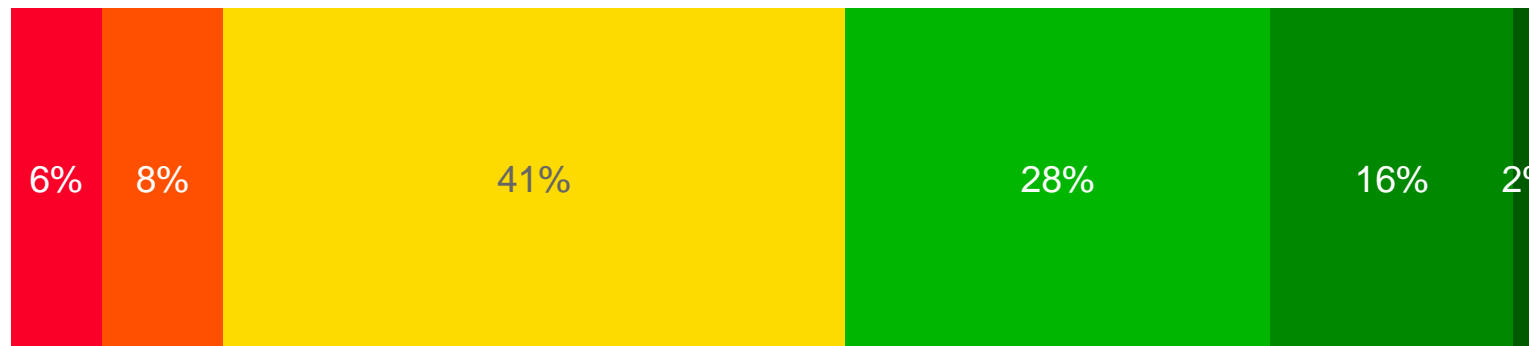
# Perception (among E-cig users) of whether heated tobacco products are any more or less harmful than tobacco cigarettes



(harmless or less harmful)  
-  
(Same or more harmful)



E-cig users

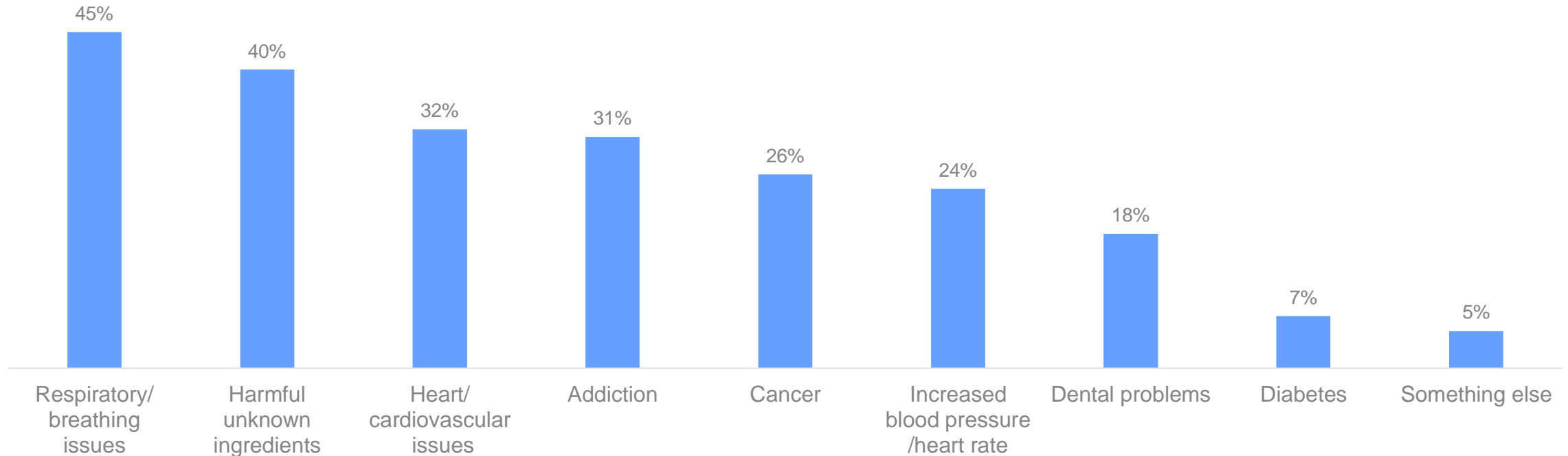


-8

- About the same
- A little more harmful than tobacco cigarettes
- A lot more harmful than tobacco cigarettes
- A little less harmful than tobacco cigarettes
- A lot less harmful than tobacco cigarettes
- Completely harmless

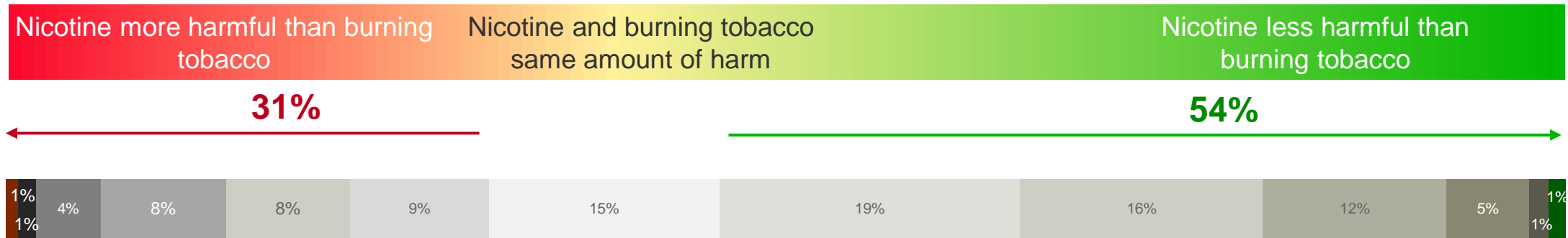
Base: Used an E-cigarette in last 30 days (Excl don't know) - 926

# Perceived potential health risks of heated tobacco products (among E-cig users)





# Perceived amount of harm from smoking cigarettes that comes from nicotine vs burning tobacco

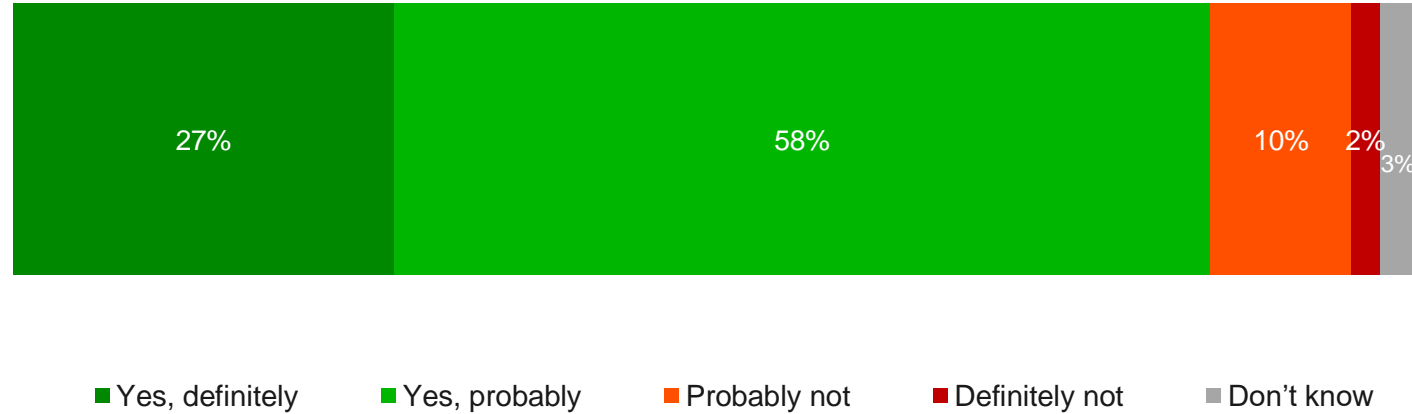


% harm caused by Nicotine

■ 0% ■ 1% -10% ■ 11%-20% ■ 21%-30% ■ 31%-40% ■ 41%-49% ■ 50% ■ 51%-60% ■ 61%-70% ■ 71%-80% ■ 81%-90% ■ 91%-99% ■ 100%

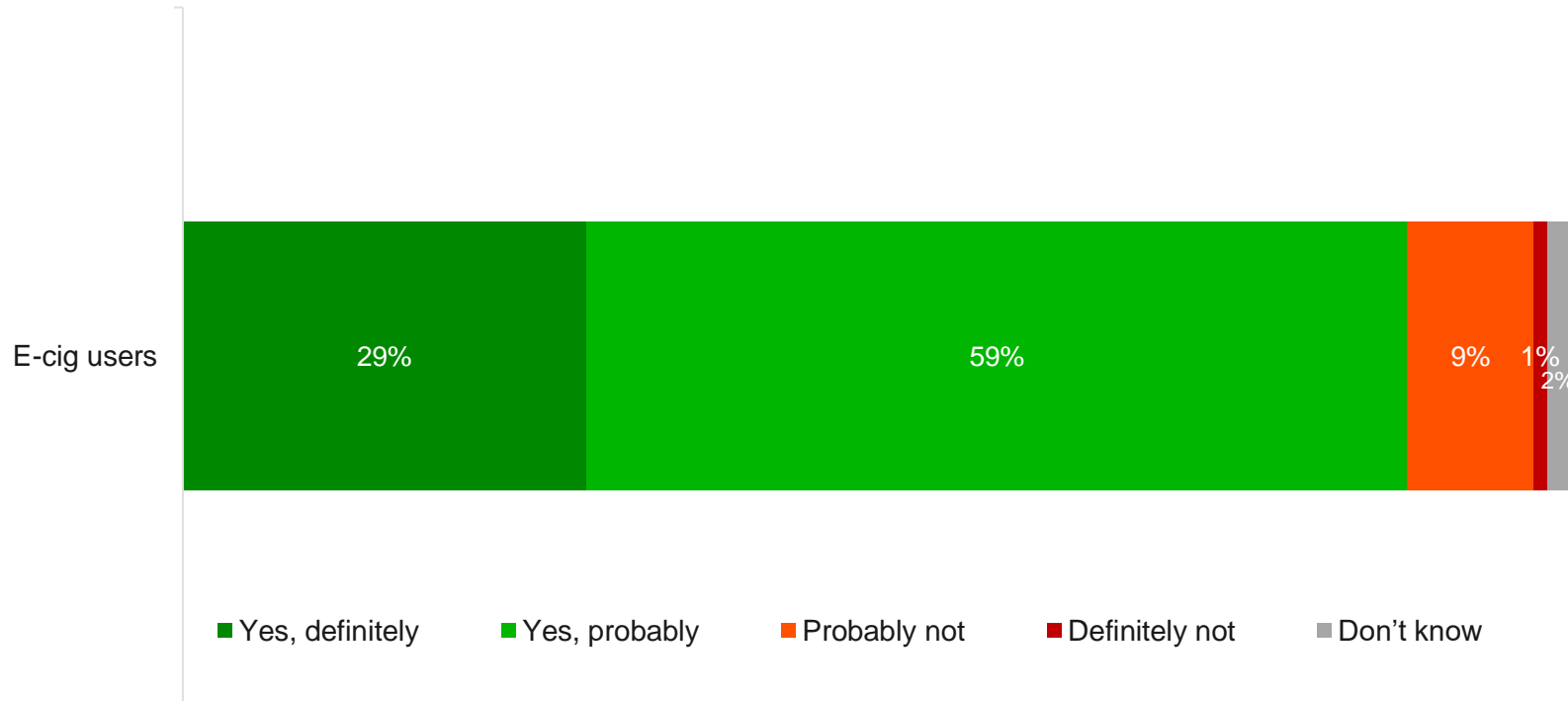
Base: Used an E-cigarette in last 30 days - 468

# Whether E-cigarettes should be made available to smokers as a less harmful product than tobacco cigarettes



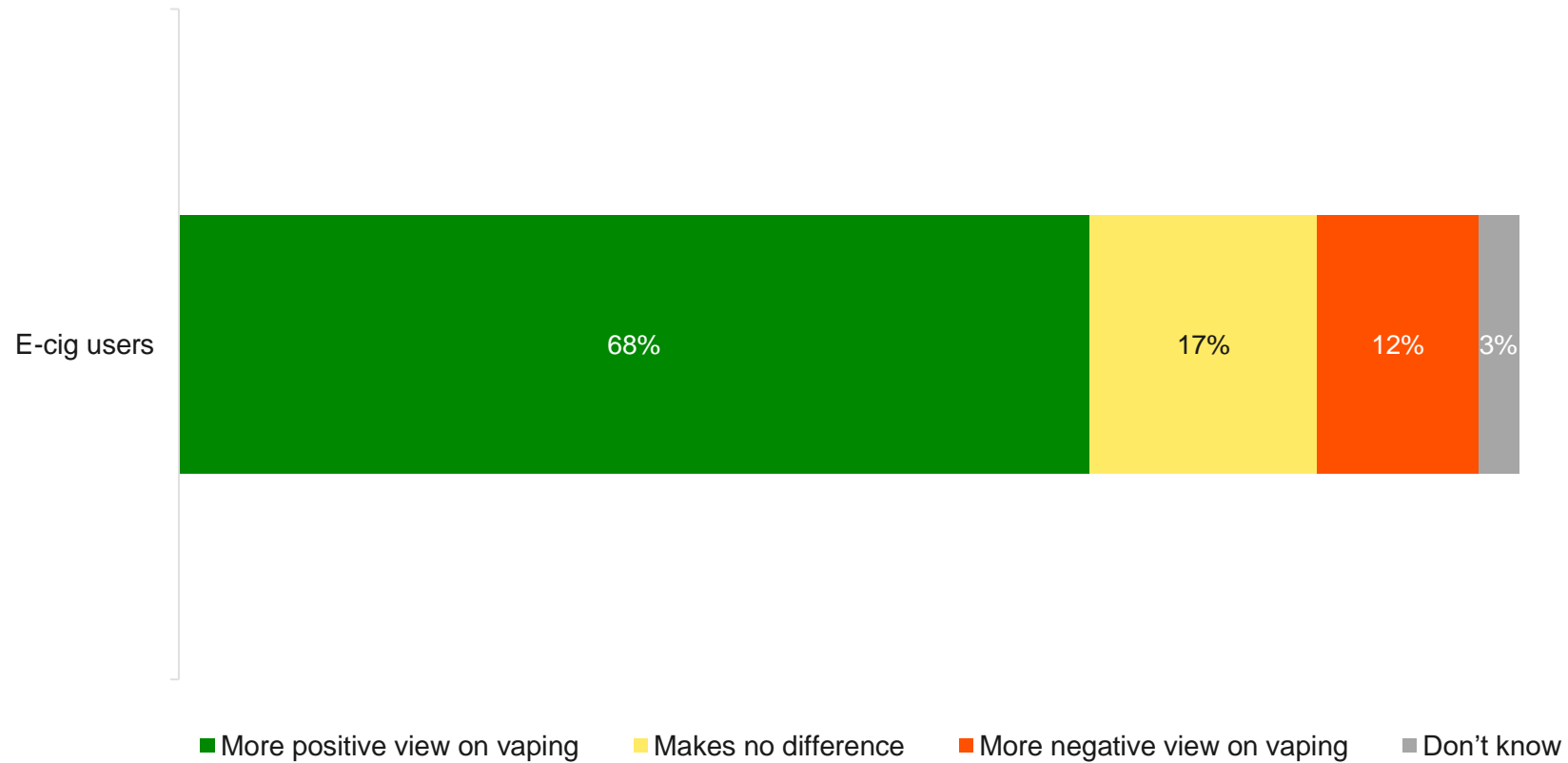
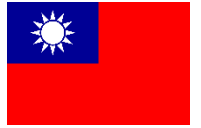
Base: Used an E-cigarette in last 30 days – 1,001

# Whether E-cigs should be actively promoted as a less harmful alternative to smoking tobacco cigarettes



Base: Used an E-cigarette in last 30 days and answered "Yes" when asked if e-cigarettes should be made available to smokers - 855

# Impact of Public Health England advisory information on views on vaping\*





## **5. E-cig users: Family and peer influences**

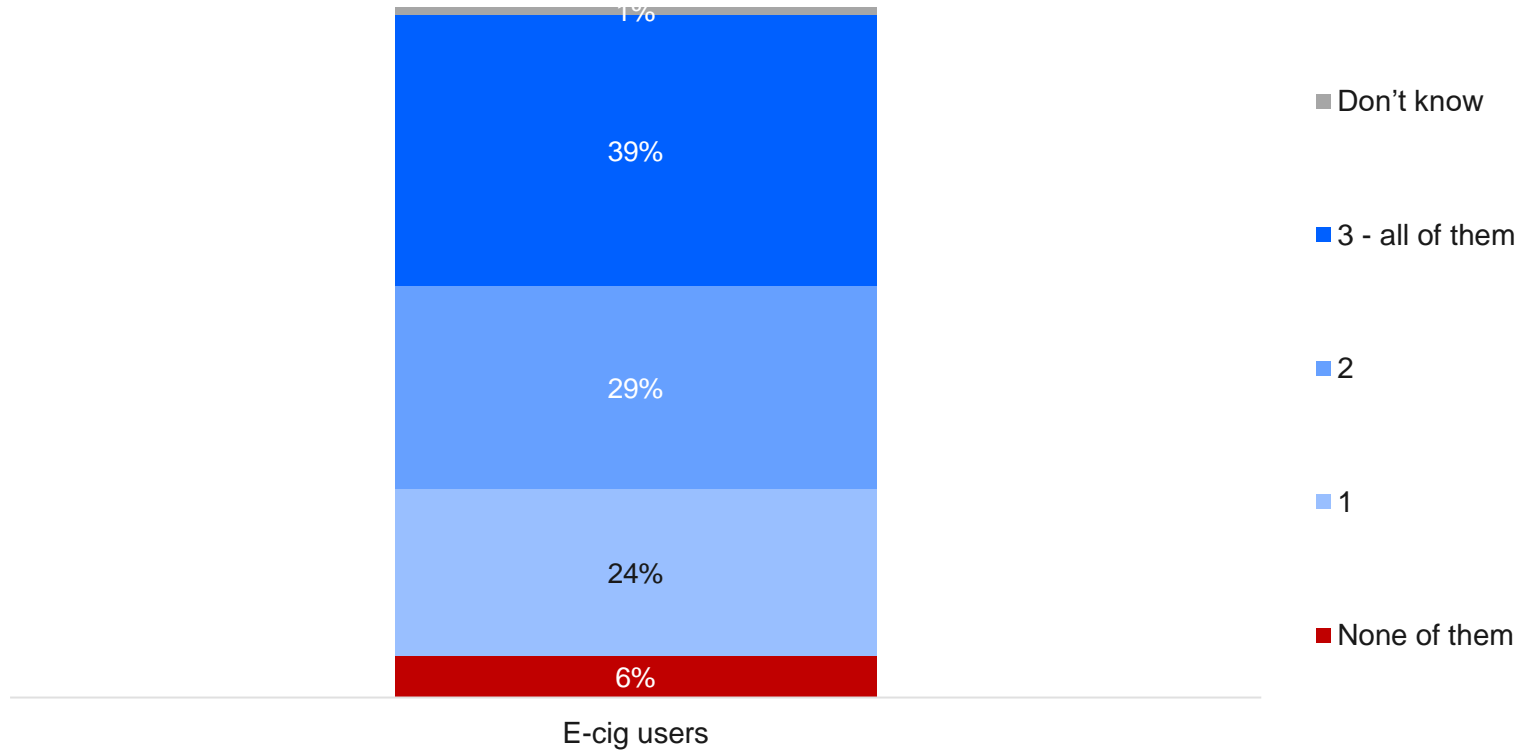
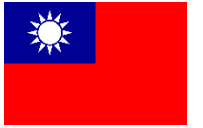
# Members of immediate family who smoke tobacco cigarettes on a regular basis



	Tobacco cigarettes users
Mother	8%
Father	50%
Brother or sister	26%
Daughter or son	2%
Other immediate family member	14%
None of my immediate family members	25%

Base: Used an E-cigarette in last 30 day - 1,001

# Among the 3 friends you spend most time with, how many smoke on a regular basis



Base: Used an E-cigarette in last 30 days - 1,001

# Members of immediate family who vape on a regular basis

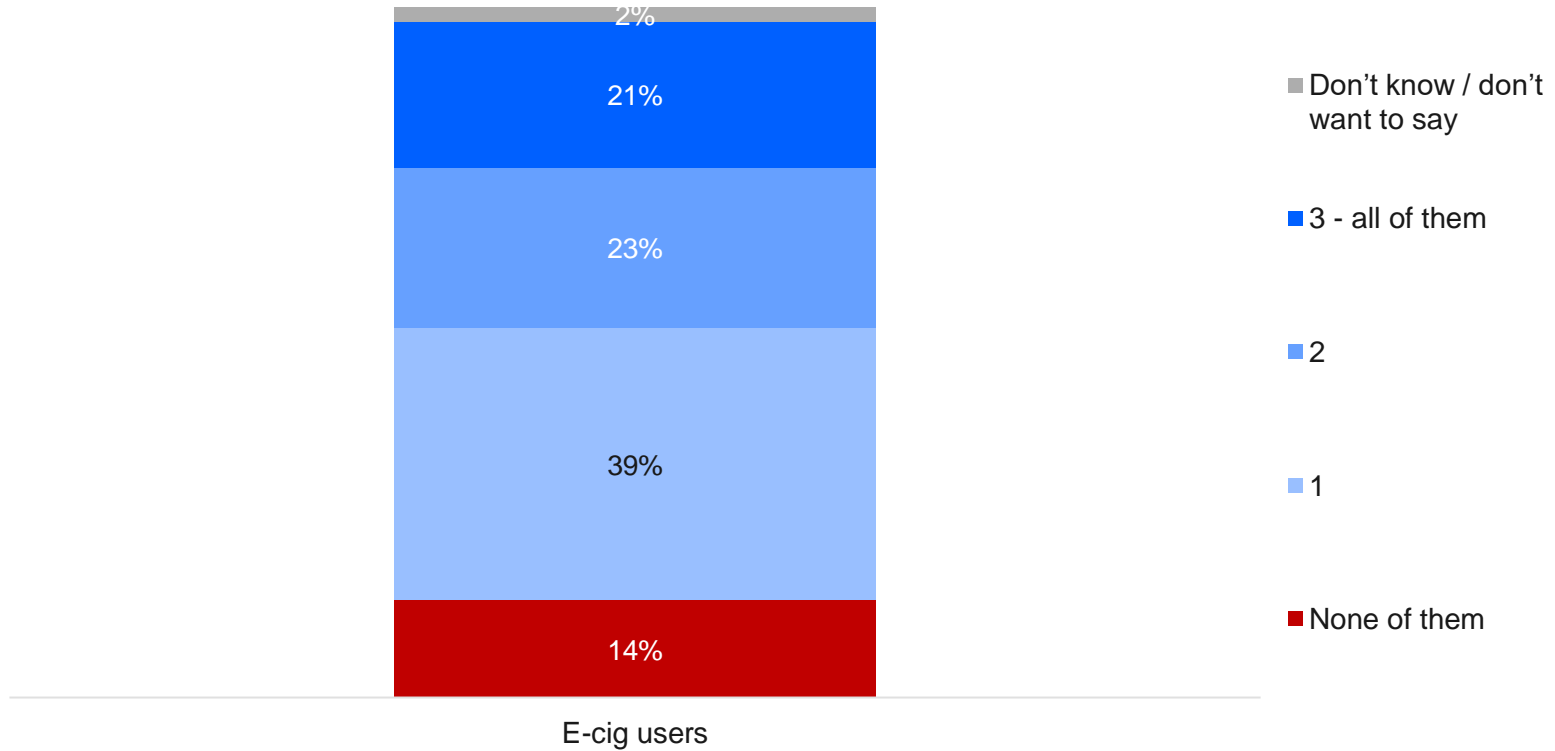


	E-cigarettes users
Mother	3%
Father	14%
Brother or sister	23%
Daughter or son	3%
Other immediate family member	13%
None of my immediate family members	52%

Base: Used an E-cigarette in last 30 days - 1,001



# Among the 3 friends you spend most time with, how many vape on a regular basis



Base: Used an E-cigarette in last 30 days - 1,001

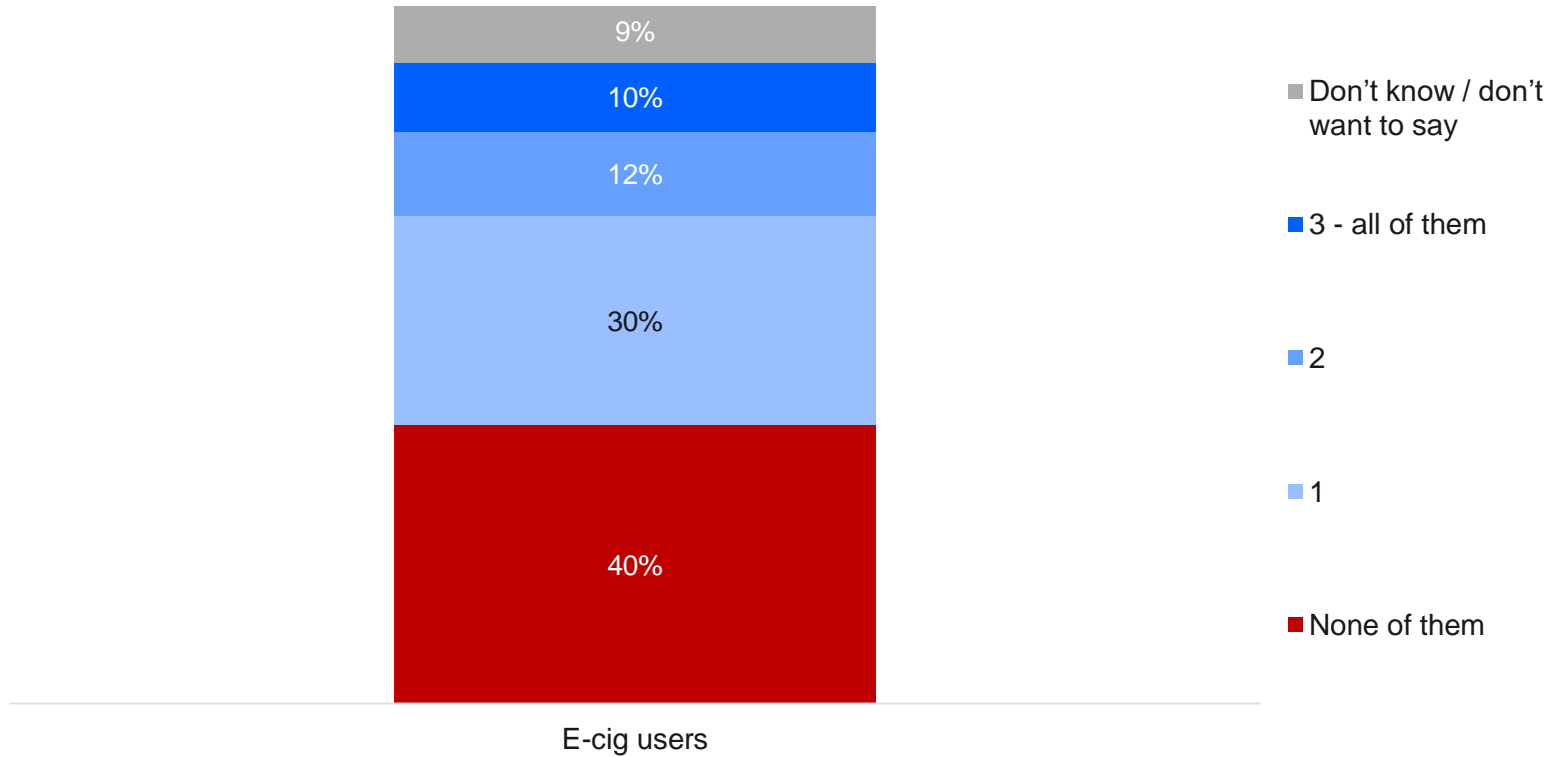
# Members of immediate family who use a heated tobacco product on a regular basis



	Users of a heated tobacco product
Mother	2%
Father	13%
Brother or sister	14%
Daughter or son	2%
Other immediate family member	12%
None of my immediate family members	64%

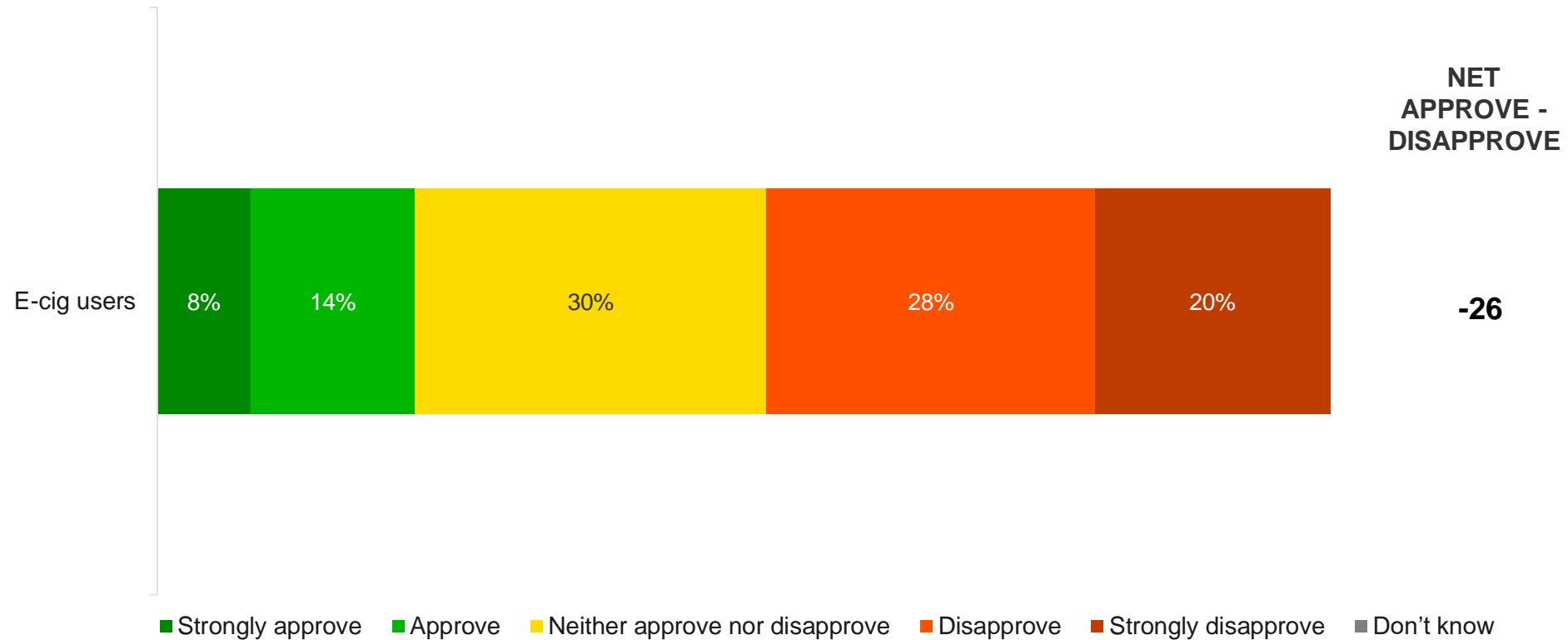
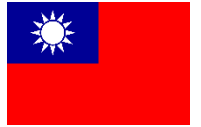
Base: Used an E-cigarette in last 30 days - 1,001

# Among the 3 friends you spend most time with, how many use a heated tobacco product on a regular basis



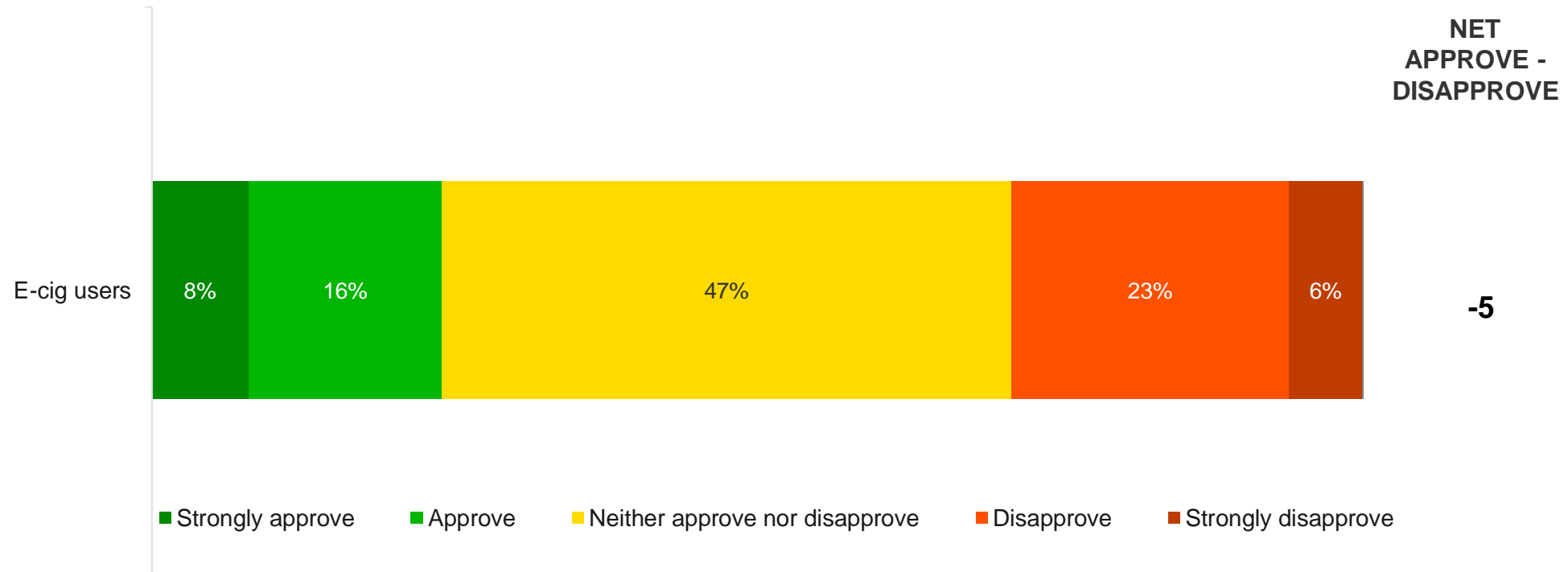
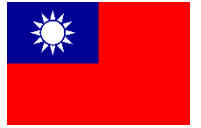
Base: Used an E-cigarette in last 30 days - 1,001

# Perceived levels of approval for people who smoke tobacco cigarettes



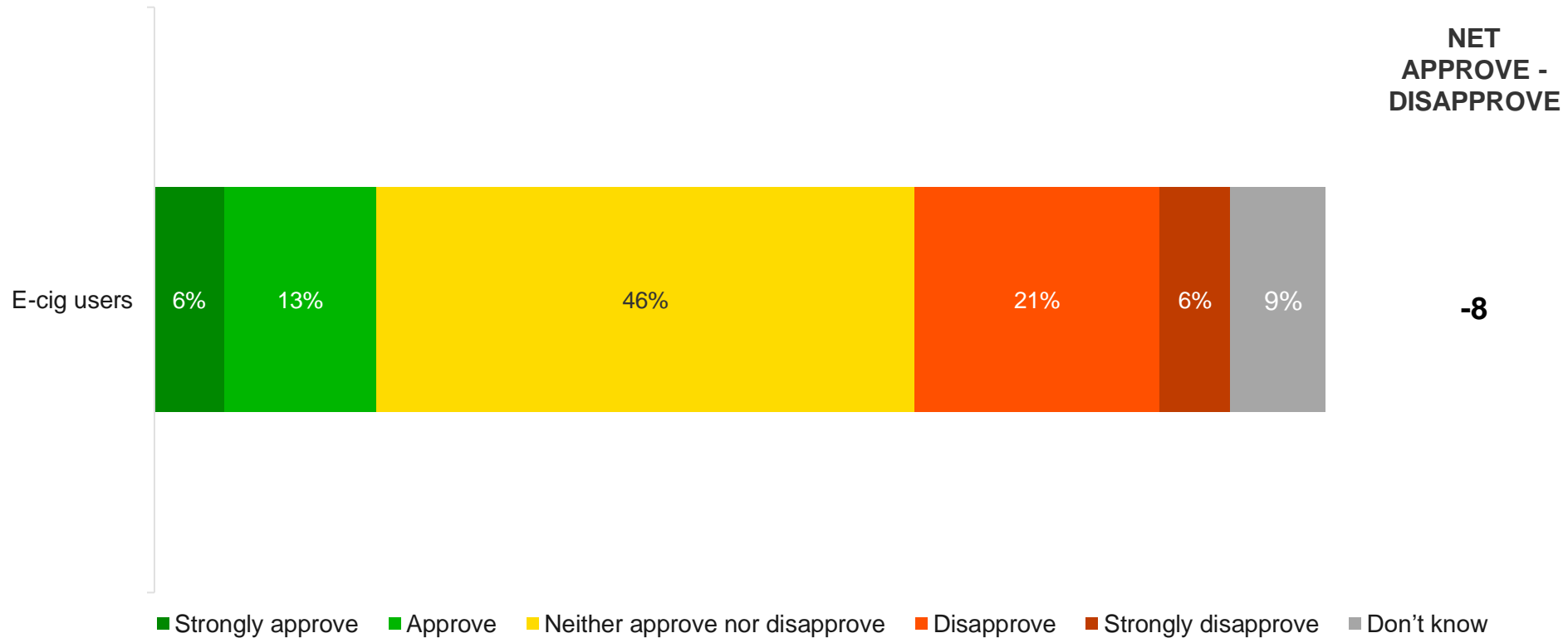
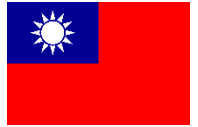
Base: Used an E-cigarette in last 30 days - 1,001

# Perceived levels of approval for people who vape



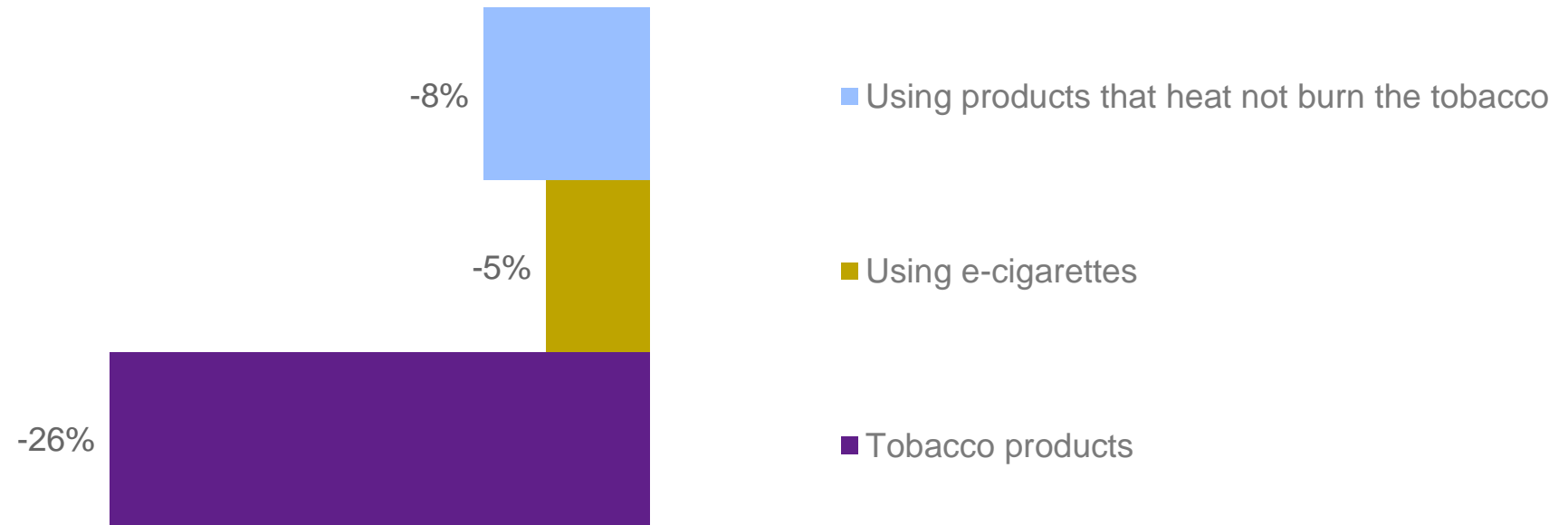
Base: Used an E-cigarette in last 30 days - 1,001

# Perceived levels of approval for people who use heated tobacco products



Base: Used an E-cigarette in last 30 days - 1,001

# Perceived levels of approval – comparison of net ratings



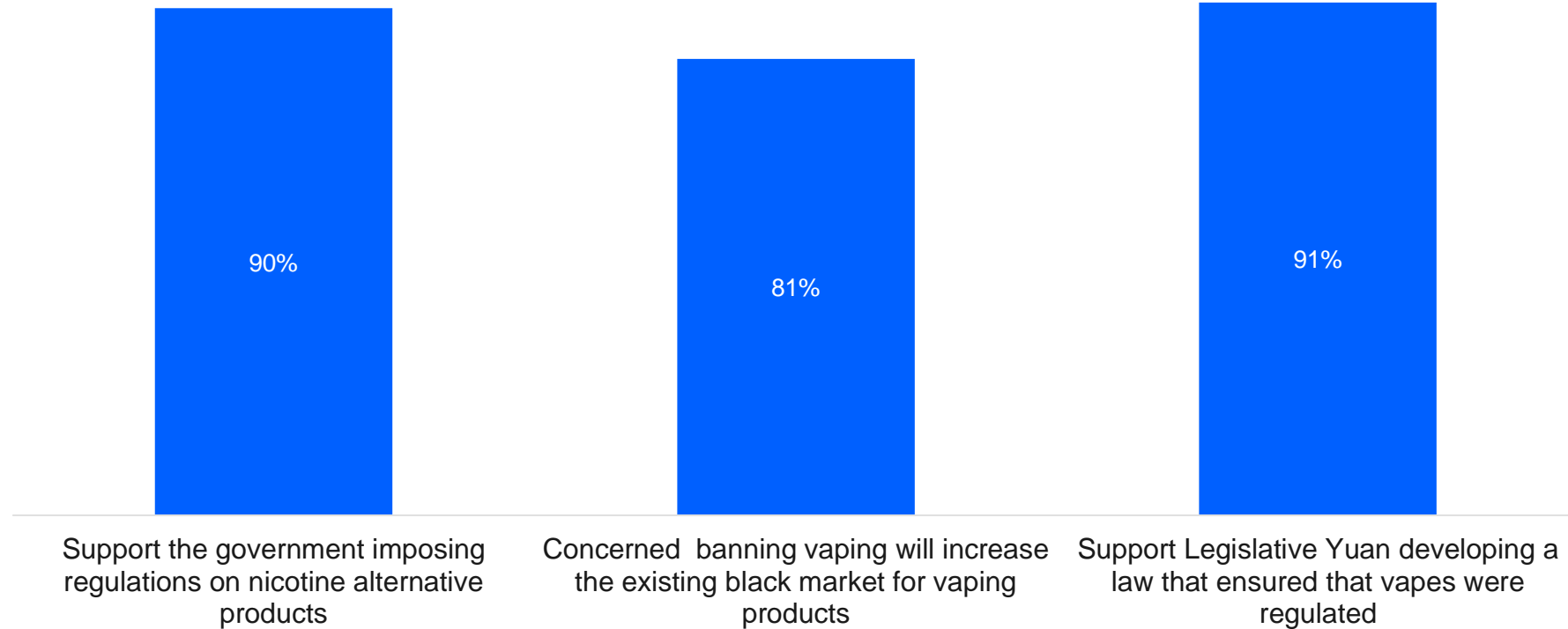
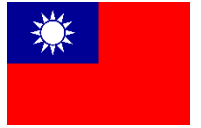
Base: Used an E-cigarette in last 30 days - 1,001



## 6. E-cig users: Regulations

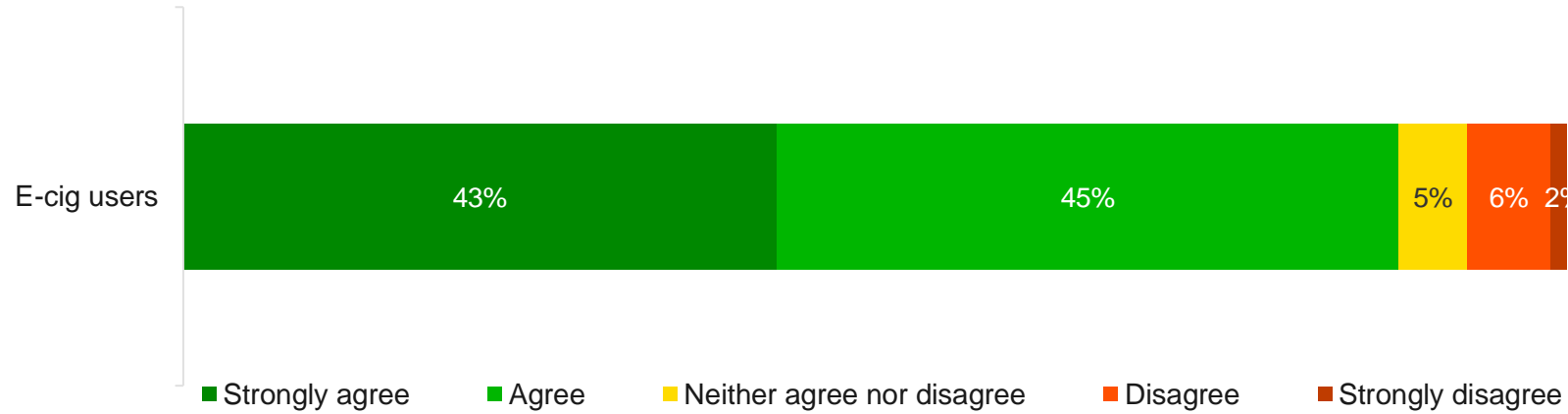


# Concerns about lack of government regulations for e-cigarettes products



Base (excl. those who answered don't know): Used an E-cigarette in last 30 days – 902, 908, 954

# Support for Government to ensure that there is public awareness around nicotine alternative products



Base: Used an E-cigarette in last 30 days – 1.001

The background of the slide is a dark, almost black, space filled with intricate, swirling patterns of a light purple or lavender color. These patterns resemble smoke or mist, with soft, ethereal edges and a sense of movement. The smoke is most concentrated in the upper and right portions of the frame, with wisps and curls drifting downwards and across the scene. The overall effect is one of mystery and depth, providing a sophisticated and thematic backdrop for the text.

## 6. Oral tobacco users

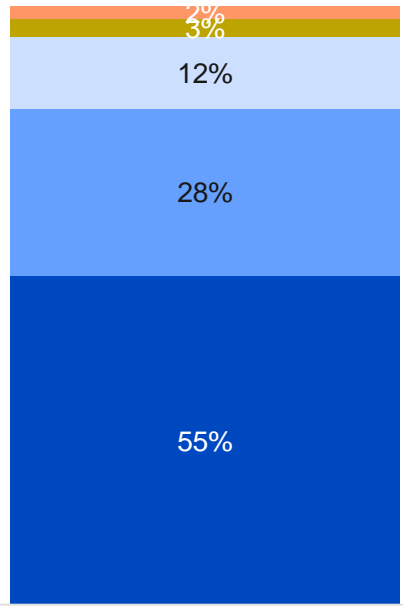
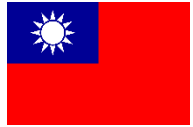
# Products used in last 30 days – combinations of products used



	Used an e-cigarette (vaped)	Used a product that heats but does not burn the tobacco	Used an oral tobacco product
Used an e-cigarette (vaped)	100%	100%	100%
Used a heated tobacco product	38%	100%	61%
Used an oral tobacco product	36%	58%	100%

Base: Used E-cig in last 30 days – 1,001 , used a product that heats but does not burn the tobacco in last 30 days – 382, used an oral tobacco product in last 30 days – 364

# Frequency of smoking cigarettes (“tobacco rolled in paper for smoking”)



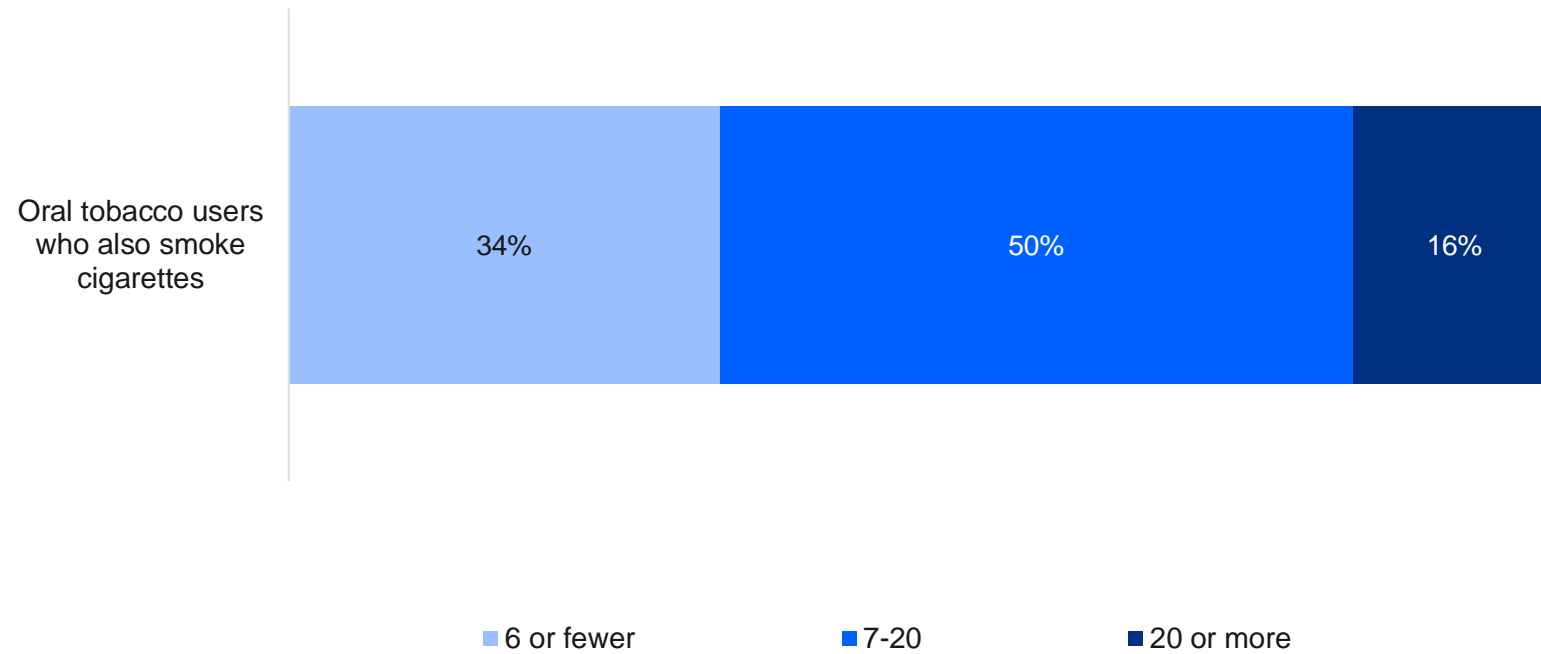
- I have never smoked cigarettes, not even a puff or two
- I have only ever tried smoking cigarettes once
- I used to smoke sometimes but I never smoke cigarettes now
- I sometimes smoke cigarettes now but less than one a week
- I usually smoke between one and six cigarettes a week
- I usually smoke more than six cigarettes a week

Oral tobacco users

Use weekly	83%
Currently use	95%

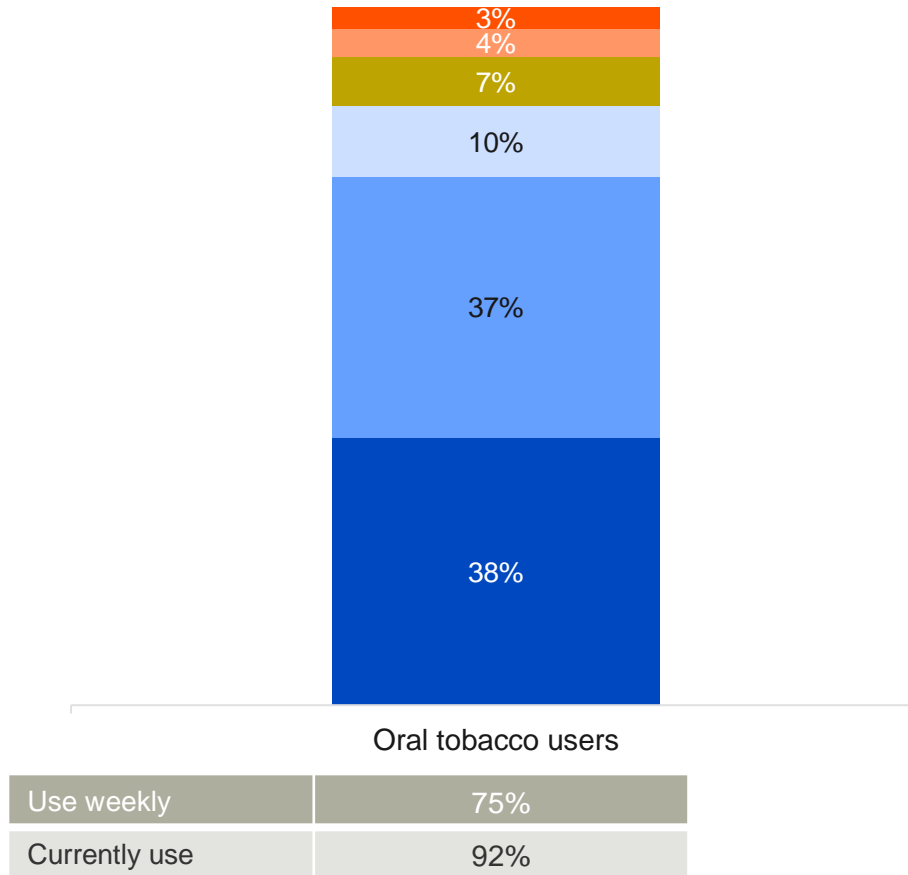
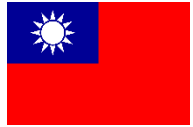
Base: Used an oral tobacco product in last 30 days - 364

# Number of cigarettes normally smoke per day



Base: smoke cigarettes at least once a week and used an oral tobacco product in last 30 days – 302

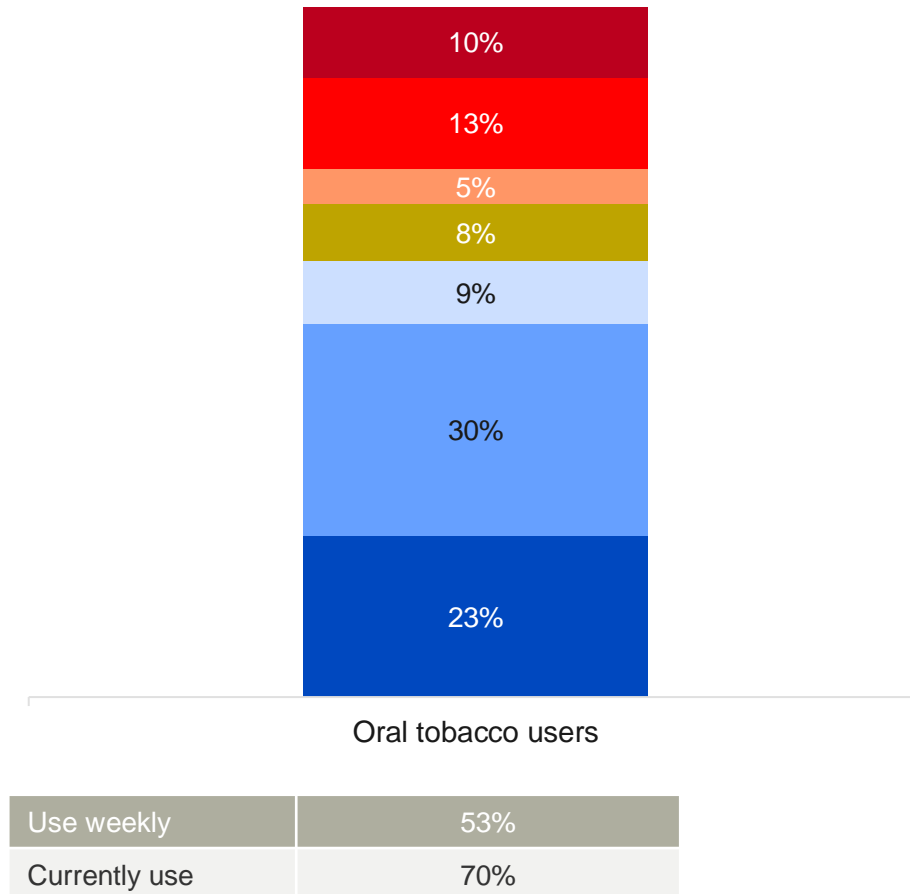
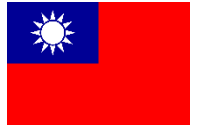
# Frequency using e-cigarettes (vaping)



- I have never used an e-cigarette
- I have only tried an e-cigarette once or twice
- I used to use e-cigarettes, but I never use them now
- I use e-cigarettes sometimes, but no more than once a month
- I use e-cigarettes more than once a month, but less than once a week
- I use e-cigarettes more than once a week but not every day
- I use e-cigarettes every day

Base: Used an oral tobacco product in last 30 days - 364

# Frequency using heated tobacco products

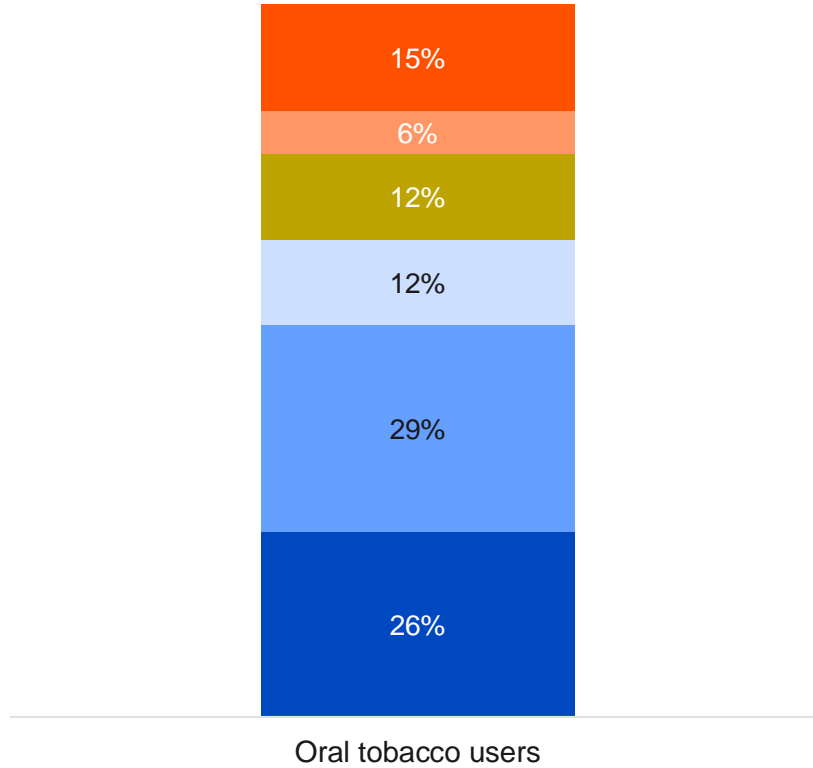


- I have never used a heated tobacco product
- I have only tried a heated tobacco product once or twice
- I used to use heated tobacco products, but I never use them now
- I use heated tobacco products sometimes, but no more than once a month
- I use heated tobacco products more than once a month, but less than once a week
- I use heated tobacco products more than once a week but not every day
- I use heated tobacco products every day

Base: Used an oral tobacco product in last 30 days- 364



# Frequency using oral tobacco products

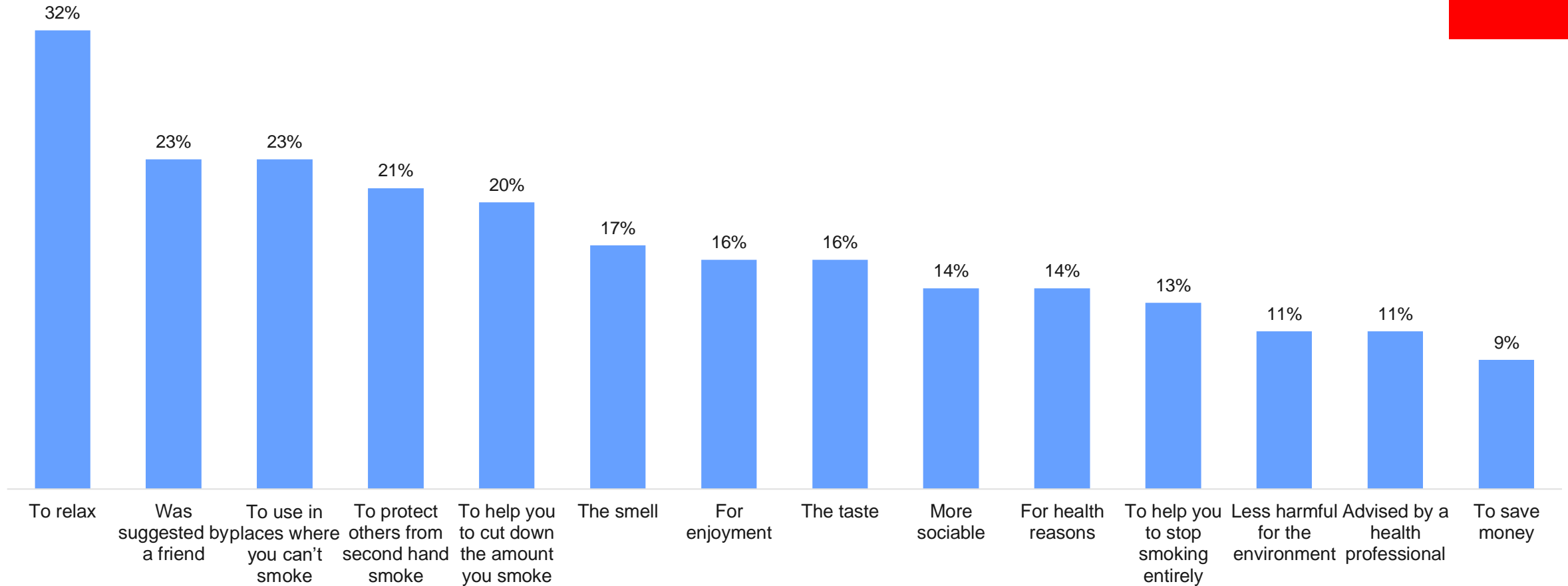
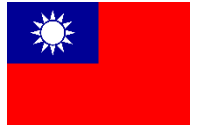


- I have only tried an oral tobacco product once or twice
- I used to use oral tobacco products, but I never use them now
- I use oral tobacco products sometimes, but no more than once a month
- I use oral tobacco products more than once a month, but less than once a week
- I use oral tobacco products more than once a week but not every day
- I use oral tobacco products every day

Use weekly	55%
Currently use	79%

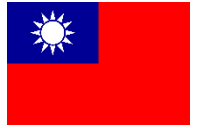
Base: Used an oral tobacco product in last 30 days - 364

# Reasons for vaping using oral tobacco products

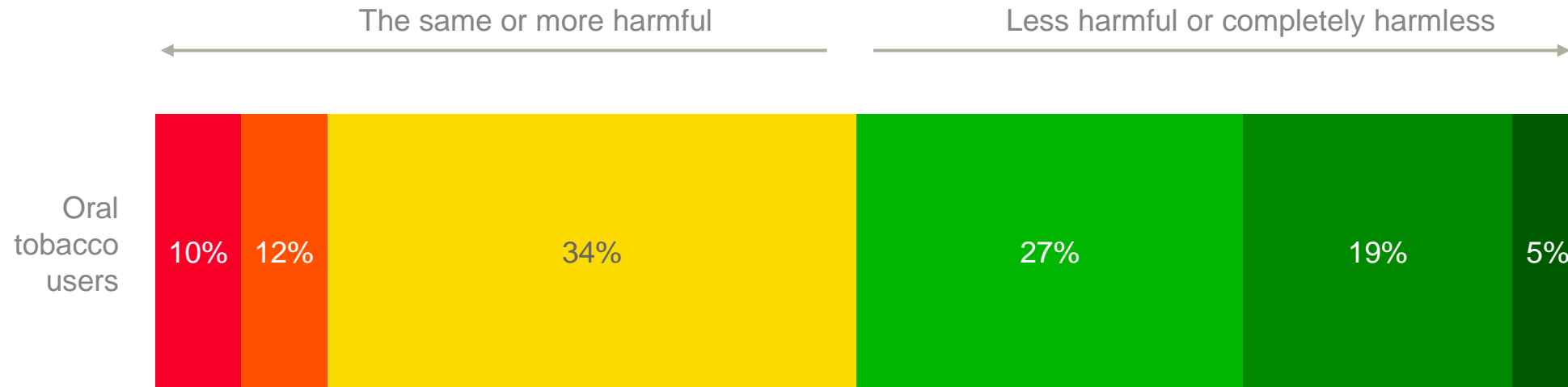


Base: Currently using an oral tobacco product - 285

# Perception of whether oral tobacco products are any more or less harmful than tobacco cigarettes



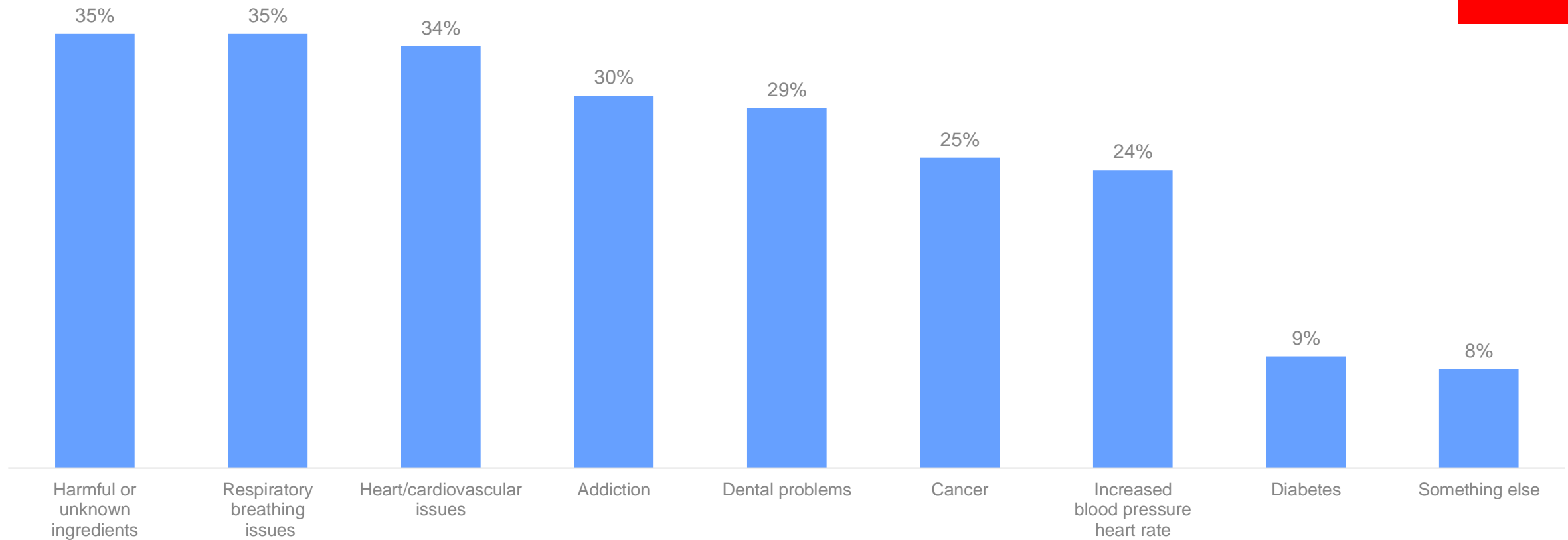
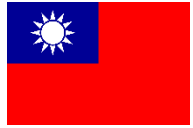
Net  
(harmless or less harmful)  
-  
(Same or more harmful)



- About the same
- A lot more harmful than tobacco cigarettes
- A lot less harmful than tobacco cigarettes
- A little more harmful than tobacco cigarettes
- A little less harmful than tobacco cigarettes
- Completely harmless

Base (Excl. those who answered don't know): Used an oral tobacco product in last 30 days - 345

# Perceived potential health risks of oral tobacco products



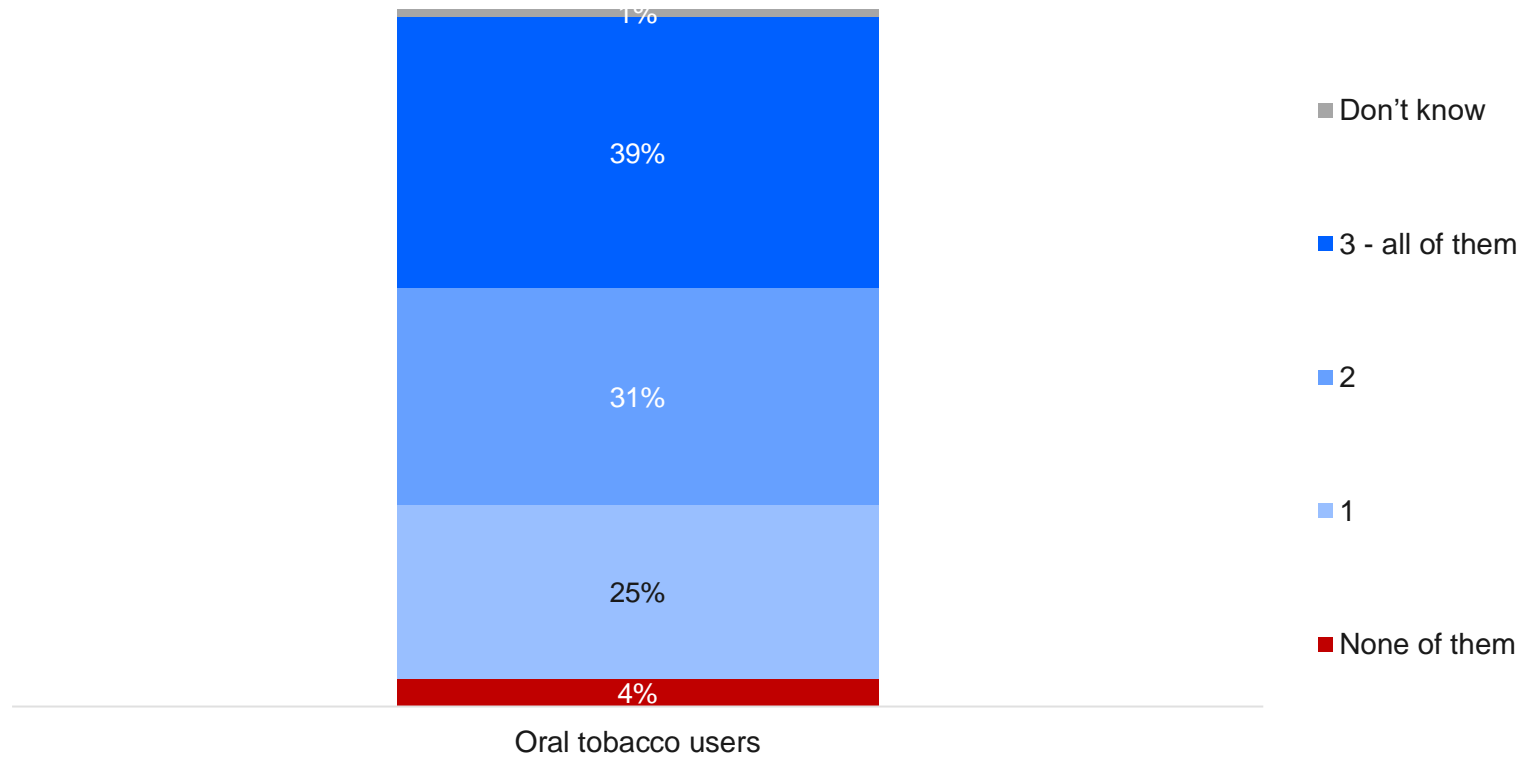
# Members of immediate family who use an oral tobacco product on a regular basis



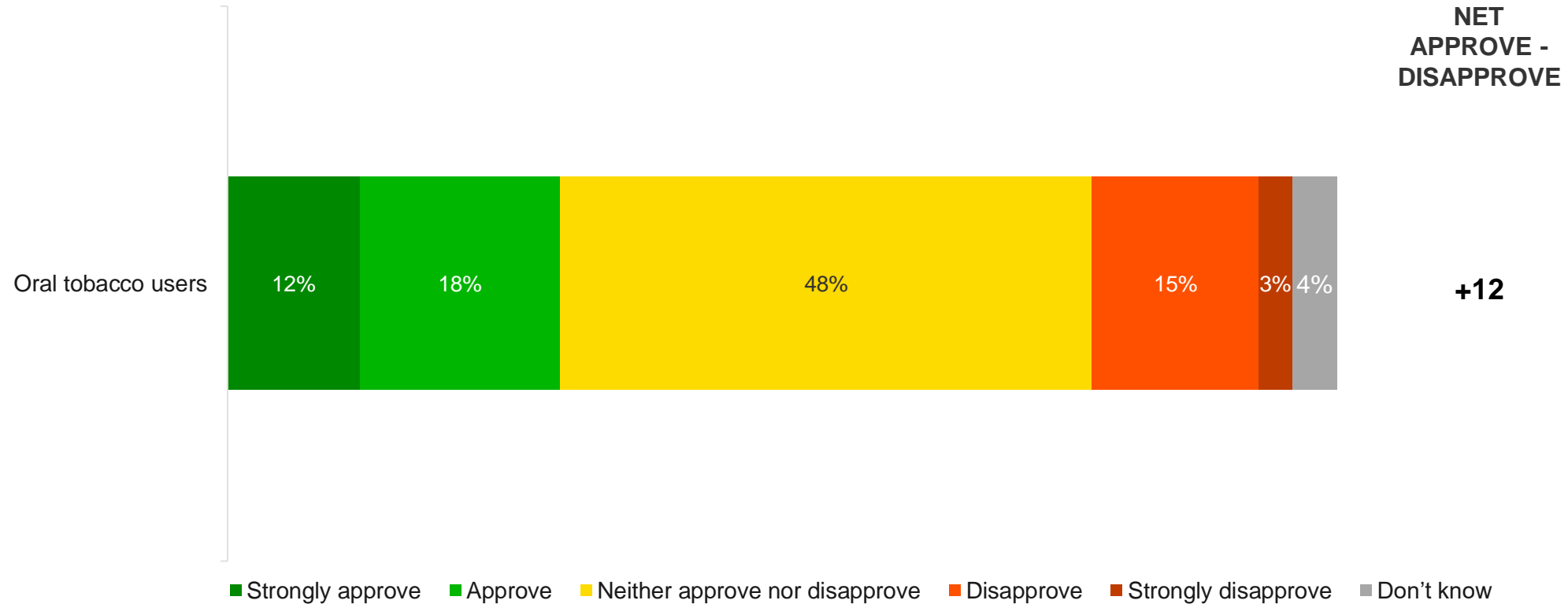
	Oral tobacco users
Mother	4%
Father	26%
Brother or sister	21%
Daughter or son	4%
Other immediate family member	15%
None of my immediate family members	47%

Base: Used an oral tobacco product in last 30 days - 364

# Among the 3 friends you spend most time with, how many use an oral tobacco product on a regular basis?



# Perceived levels of approval for people who use oral tobacco products



Used an oral tobacco product in last 30 days - 364