



Health Diplomats
Vaping research
TAIWAN TOPLINE
Research Report
January 2022

Undertaken by

KANTAR

January 2022

Usage and motivations

A large proportion use multiple products: Most specifically, those who vape or use heated tobacco products in Taiwan also smoke tobacco cigarettes. Most respondents were regular vapers (i.e. vaping weekly), while heated tobacco products are less used and oral tobacco products are only used by a minority.

The main reason for vaping or using tobacco products is to relax, while these products are also perceived as convenient to use in places where smoking is not permitted.

Vaping was used as a way to cut down on smoking by a minority and after trying to quit smoking on several occasions. However, the most common approach used in these previous attempts was without any medication or substitute.

| | Vaping (n=908) | Heated tobacco products (n=513) | Oral tobacco products (n=408) |
|--|-------------------|---------------------------------------|-------------------------------------|
| To relax | 34% | 32% | 29% |
| To use in places where you can't smoke | 31% | 22% | 21% |
| The smell | 27% | 20% | 16% |
| To help you to cut down the amount you smoke | 25% | 21% | 20% |
| To protect others from second-hand smoke | 25% | 22% | 20% |
| The taste | 23% | 19% | 18% |
| Was suggested by a friend | 17% | 19% | 20% |
| For enjoyment | 15% | 18% | 17% |
| Less harmful for the environment | 13% | 13% | 12% |
| For health reasons | 12% | 16% | 14% |
| To help you to stop smoking entirely | 12% | 12% | 13% |
| More sociable | 11% | 14% | 15% |
| To save money | 11% | 7% | 9% |
| Advised by a health professional | n/a | 8% | 11% |

Use and approval by others

Usage of cigarettes by family and peers is high while vaping and the use of heated tobacco products and oral tobacco products is more limited.

Whilst levels of approval were high for heated tobacco products and positive for oral tobacco products, there was a slightly negative perception of vaping and a very negative perception of tobacco cigarettes.

Perceptions of risk



While most people believe that e-cigarettes are less harmful than tobacco cigarettes, they are perceived by a third of respondents to be equally as harmful as tobacco cigarettes.

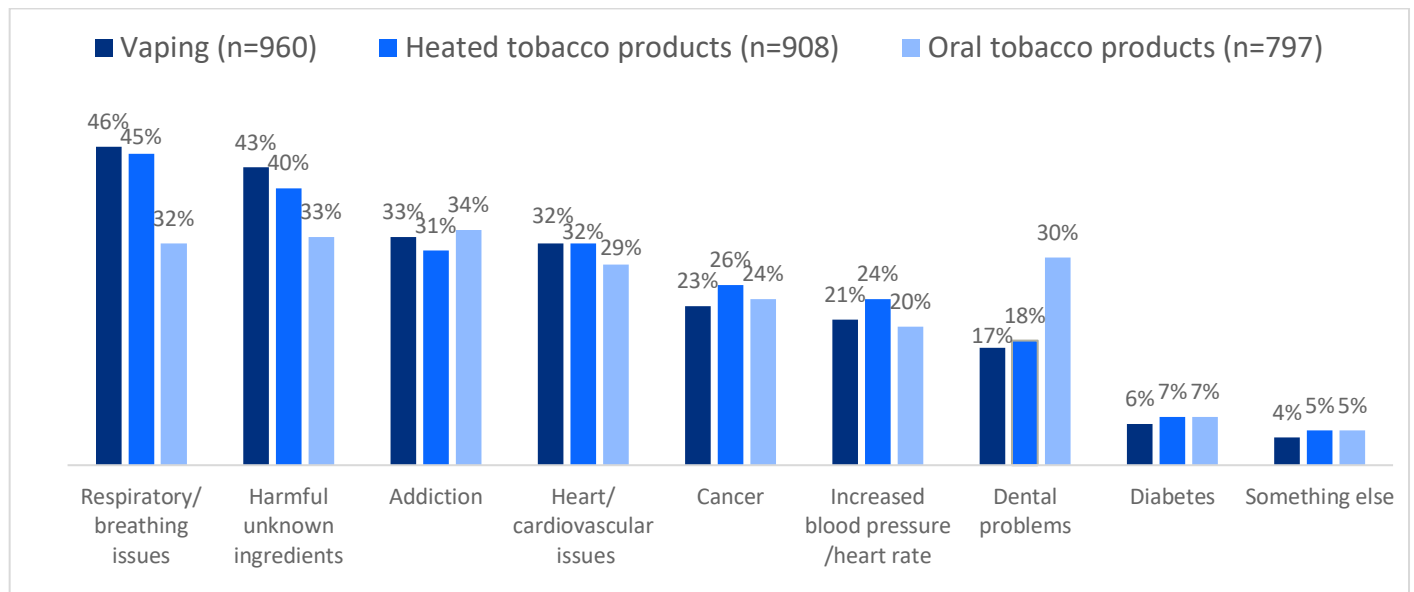
Correspondingly, a large percentage perceived a number of health risks linked to vaping – in particular respiratory issues and harmful or unknown ingredients, but there are also some concerns over addiction and heart issues.

Those interviewed were aware of vaping related issues in their country or elsewhere. There was a high level of concern that vaping units used illegal ingredients.

Heated tobacco products were seen as being a higher health risk than vaping and more harmful than tobacco cigarettes. As with vaping, respondents were concerned with respiratory issues and harmful or unknown ingredients.

Concerns over the risks of oral tobacco products were greater, with the majority considering this product more harmful or the same as tobacco cigarettes, with high levels of concerns regarding addiction, respiratory issues harmful or unknown ingredients and dental problems.

The harm from smoking cigarettes was attributed much more to the tobacco burning rather than the nicotine.



Regulations

Most respondents were concerned that banning vaping would increase the black market and they would welcome a law ensuring regulations and forbidding sales to minors.

There is also strong support for regulations on alternative nicotine products (if there was evidence that making these products more available would help smokers switch from tobacco cigarettes).



In conclusion

Using e-cigarettes is mainly for recreational purposes and whereas substitution of tobacco cigarettes for health reasons is not a key motivation as people continue to smoke cigarettes and/or use other tobacco products.

And while vaping is, on balance, more likely to receive approval from peers and family than smoking cigarettes or using heated or oral tobacco products, it is notable that many vapers still expect to receive disapproval for using e-cigarettes.

There is a need for regulations for e-cigarettes in particular focusing on quality and usage by minors.

