

FOUNDATION FOR A  
**SMOKE-FREE WORLD**

# GLOBAL STATE OF SMOKING POLL - 2019

GREECE

# CONTENTS

---

1. Background
2. Methodology
3. Key Findings
4. Detailed Findings
  - I. Usage details of various tobacco products and other alternative products
  - II. Beliefs and perception – Among current users/ vapers/ smokers
  - III. Quitting and Quitters

# 1. BACKGROUND

## CONTEXT AND OBJECTIVES

---

Foundation for a Smoke-Free World (FSFW) aims to improve global health by ending smoking in this generation.

The areas of focus include smoking cessation and harm reduction, as supported by new technologies, therapies, alternative products, behavioral science, and other approaches.

FSFW conducted a global poll across a range of countries to gain a clear understanding of the current landscape of habits and perceptions regarding tobacco products and alternative nicotine delivery systems (ANDS) among adults across the world, in light of different cultural, socio-economic, and tobacco-regulatory backgrounds. The study was conducted in 7 countries.

### Research Objectives:

- Usage of various tobacco products and compounds
- Understand smokers' experiences and challenges
- Beliefs and perceptions in terms of harmfulness and addictiveness of different products and compounds

## **2. METHODOLOGY**

# RESEARCH DESIGN (QUANTITATIVE)

---

## Interview Method:

- Face to Face Computer Aided Interviews (CAPI)

## Sample Size:

Six pilot interviews were conducted prior finalizing the questionnaires  
n: 1815 interviews

## Target Group:

- Gender: Men/Women
- Age: 18 - 69 years
- Current users of tobacco products/vapers/smokers and quitters who quit tobacco in last 5 years

## Fieldwork Duration:

- 17th June, 2019 to 19th August, 2019

# 3. KEY FINDINGS

## Current usage landscape of tobacco products and alternative products

- Factory-made cigarettes were the most widely used products(68%), followed by rolled cigarettes (28%) among current product users. E-cigarettes and heat-not-burn products were only used by 4% of current users while smokeless tobacco use was seldom reported (~0%).
- 35% of current combustible tobacco users claimed that they started smoking cigarettes before the legal smoking age of 18 years.
- 37% of current product users were either users of e-cigarettes or were well-aware of them. Only 25% of respondents were aware of smokeless tobacco.
- Saving money and the taste of the product were the main reasons selected by respondents for why they started using e-cigarettes. The main reasons selected for starting to use heat-not-burn products were that they are less harmful than traditional cigarettes and may help in quitting traditional cigarettes.
- Half of current cigarette users were moderately or highly nicotine dependent. Nicotine dependence was relatively low among young adults (18-24yrs).



## **Beliefs and Perception Among Current Users of tobacco and alternative products**

- An overwhelming majority of current product users (91%) believed smoking is harmful to their health. However, 55% believed health warning labels are exaggerated, while 49% reported not reading the health warning labels on cigarette packages at all.
- 52% of current users considered smokeless tobacco less harmful than combustible tobacco. For heat-not-burn products, 42% believed they were less harmful than combustible tobacco while 38% thought they were just as harmful.
- Among current users not using smokeless tobacco, 65% of them admitted that they may use smokeless tobacco within the next 12 months.
- The majority of current users believed nicotine is harmful (78%) and addictive (83%). Only 27% thought that e-cigarettes and nicotine replacement therapies like patches or gums cause cancer.

## Quitting and Quitters

- There were no major differences in participant characteristics between current users and quitters. However, there was a larger proportion of respondents in the 51-69 years age group among quitters.
- 38% of current users claimed they attempted to quit tobacco products or alternative products. Only 23% of current users said they were planning to quit.
- The harmful health effects of tobacco was the main reason selected for quitting or attempting to quit. Among women, pregnancy or lactating was also a major reason for attempting to quit.
- 56% of current users claimed a price increase would impact their tobacco consumption. 57% were planning to reduce consumption, whereas 39% would switch to cheaper brands if prices increased.
- Apart from enjoying tobacco products (75%), difficulty in quitting (37%) was one of the top-reported hindrances to quitting.

# 4. DETAILED FINDINGS

# Achieved Sample : Quantitative Module

Sample by Demographics		
	n	%
All	1815	100
Men	1072	59
Women	743	41
18-24yrs	231	13
25-35yrs	352	19
36-50 yrs	564	31
51-69 yrs	666	37
Rural	341	19
Urban	1474	81
Current users of tobacco and other products	1544	85
Quitters (who quit tobacco in last 5 years)	271	15

# Smaller-sooner reward vs. Larger- delayed reward

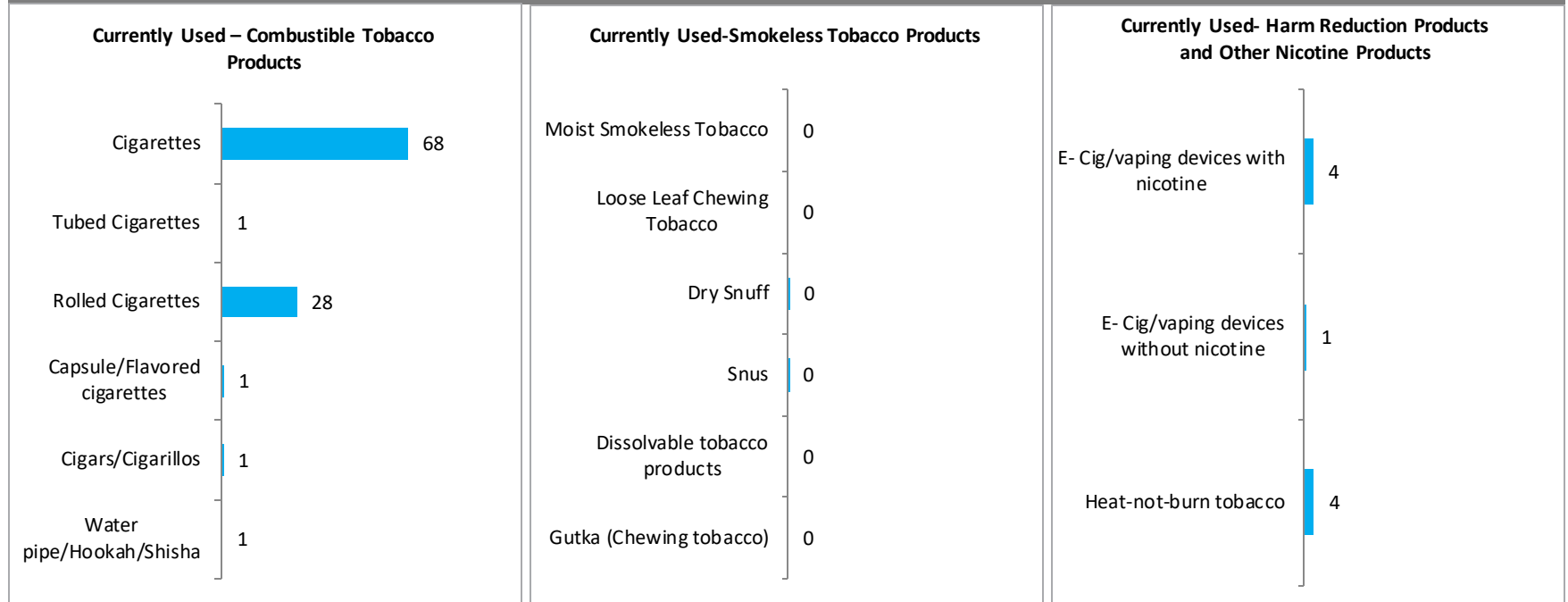
Respondents opted for smaller-sooner rewards in case of both a one-month & six-month waiting period.



## **4.1 Usage details of various tobacco products and other alternative products**

# Current usage of products

## C1. Of the following products, which products are you currently consuming?



Figures are in %

Base : Random Sample, Users : n= 1544

Q. C1. Of the following Tobacco products, which products are you currently consuming? (Select all that apply)

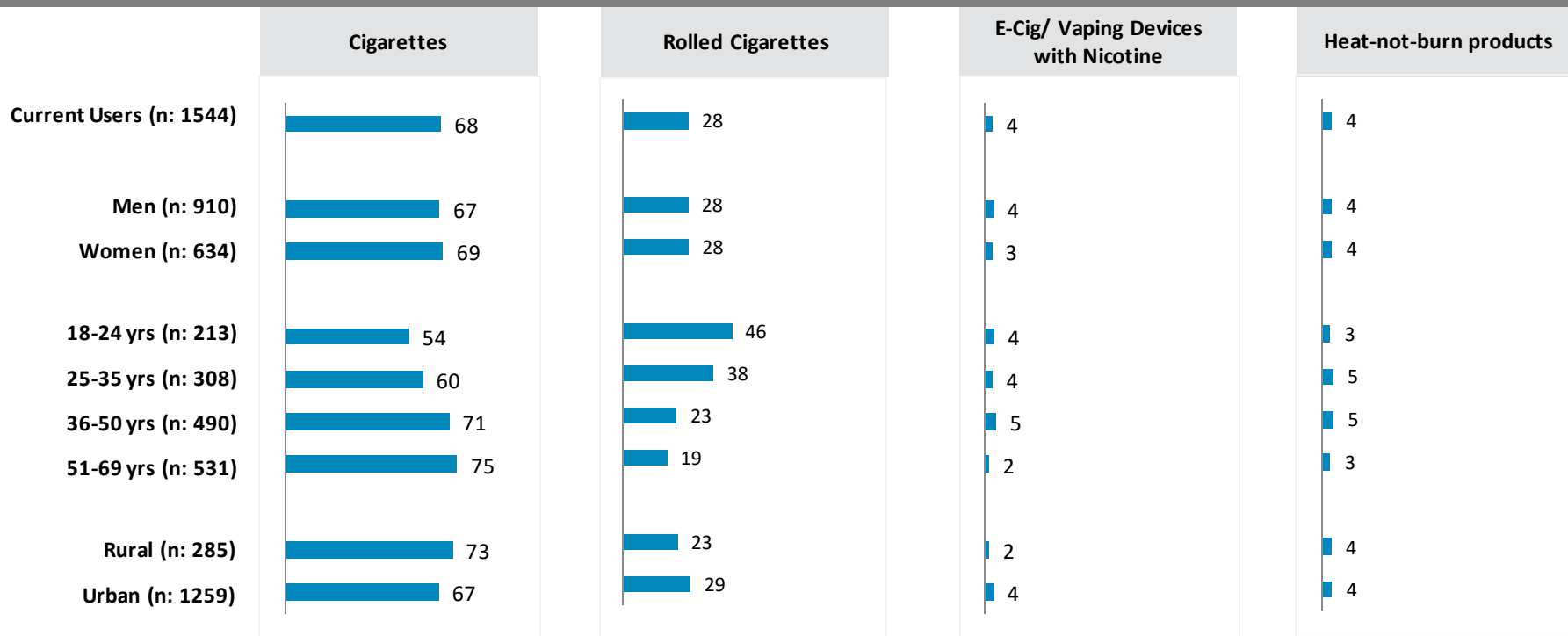
Combustible tobacco products : Cigarettes, Cigars, Water pipe, Bidis etc.

Smokeless tobacco products : Chewing tobacco, smokeless tobacco, snus etc.

Harm reduction products and other Nicotine Products : E-cig, Heat-not-burn products, Nicotine Gum/Patch etc.

# Current usage of products by demographic groups

C1. Of the following products, which products are you currently consuming?



Figures are in %

Base : RandomSample, Current Users Q. C1. Of the following Tobacco products, which products are you currently consuming? (Select all that apply)



# Usage at a glance : Cigarettes (1/2)

## Cigarettes

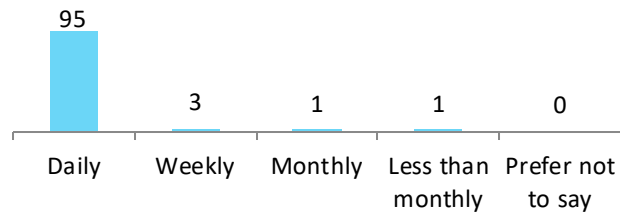
### Current Usage ( Among all users of tobacco and other products)

**3%** of current smokers smoke Cigarettes

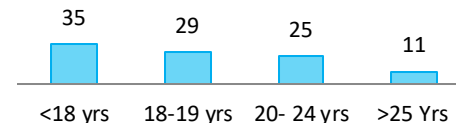
**61%** are solo smokers, they smoke only cigarettes

**7%** are dual/poly users of cigarettes

### Consumption Frequency



### Age of Starting Cigarette Smoking



Figures are in %

Base : Random Sample, Current users of Cigarettes : n= 1051

C1. Of the following Tobacco products, which products are you currently consuming?

C7. Currently you are using multiple tobacco products; which one do you consume the most?

C3. Please select the option that best describes how often you consume 'List Tobacco Product'?

C6. How old were you when you first started smoking/consuming tobacco regularly?

## Usage at a glance : Cigarettes (2/2)

Cigarettes				
Profile	% of Cig. Smokers	Average Age of starting Cig. smoking	% of daily smokers (Among the current users of Cig.)	Average monthly spend on Cig. (€)
<b>All Current users of tobacco/other products</b>	<b>68</b>	<b>19</b>	<b>95</b>	<b>104</b>
Men (n: 910)	67	19	95	115
Women (n: 634)	69	20	94	90
18-24 yrs (n: 213)	54	17	85	76
25-35 yrs (n: 308)	60	19	91	95
36-50 yrs (n: 490)	71	20	95	99
51- 69 yrs (n: 531)	75	20	98	121
Rural (n: 285)	73	20	97	114
Urban (n: 1259)	67	19	94	102

Figures are in %

Base : Random Sample, Current users: n= 1544

C1. Of the following Tobacco products, which products are you currently consuming?

C3. Please select the option that best describes how often you consume 'List Tobacco Product'?

C5. Approximately, how much money do you spend on 'Show Tobacco Product' in a typical week? This has been converted into monthly spends

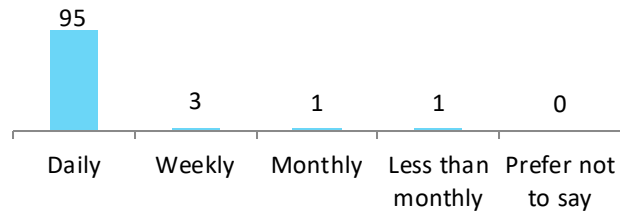
# Usage at a glance : Rolled cigarettes (1/2)

## Rolled Cigarettes

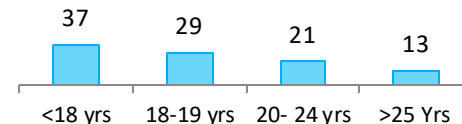
### Current Usage ( Among all users of tobacco and other products)

- 28%** of current smokers smoke Rolled Cigarettes
- 24%** are solo smokers, they smoke only Rolled Cigarettes
- 4%** are dual/poly users of Rolled Cigarettes

### Consumption Frequency



### Age of Starting Rolled Cigarette Smoking



Figures are in %

Base : Random Sample, Current users of Rolled Cigarettes : n= 427

C1. Of the following Tobacco products, which products are you currently consuming?

C3. Please select the option that best describes how often you consume 'List Tobacco Product'?

C6. How old were you when you first started smoking/consuming tobacco regularly?

## Usage at a glance : Rolled cigarettes (2/2)

Rolled Cigarettes				
	% of Rolled Cig. Smokers	Average Age of starting Rolled Cig. smoking	% of daily smokers (Among the current users of Rolled Cig.)	Average monthly spend on Rolled Cig.(€)
<b>All Current users of tobacco/other products</b>	<b>28</b>	<b>20</b>	<b>95</b>	<b>63</b>
Men (n: 910)	28	19	96	69
Women (n: 634)	28	21	93	54
18-24 yrs (n: 213)	46	17	89	57
25-35 yrs (n: 308)	38	19	96	64
36-50 yrs (n: 490)	23	20	96	63
51- 69 yrs (n: 531)	19	23	97	68
Rural (n: 285)	23	19	92	72
Urban (n: 1259)	29	20	95	61

Figures are in %

Base : Random Sample, current users n= 1544

C1. Of the following Tobacco products, which products are you currently consuming?

C3. Please select the option that best describes how often you consume 'List Tobacco Product'?

C5. Approximately, how much money do you spend on 'Show Tobacco Product' in a typical week? This has been converted into monthly spends

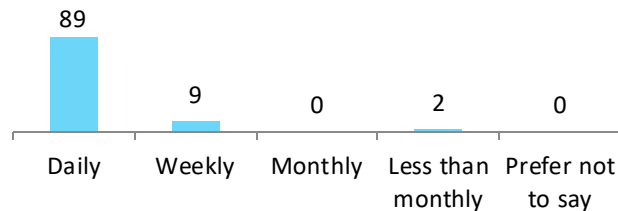
# Usage at a glance : Electronic cigarettes/vaping devices with nicotine (1/2)

## Electronic cigarettes/vaping devices with nicotine

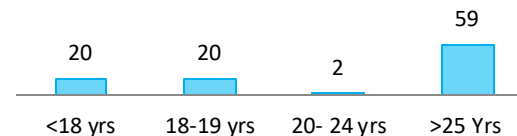
### Current Usage ( Among all users of tobacco and other products)

- 4%** of current users use Electronic cigarettes/vaping devices with nicotine
- 2%** are solo users, use only E-Cig/ Vaping devices with Nicotine
- 2%** are dual/poly users of E-Cig/ Vaping devices with Nicotine

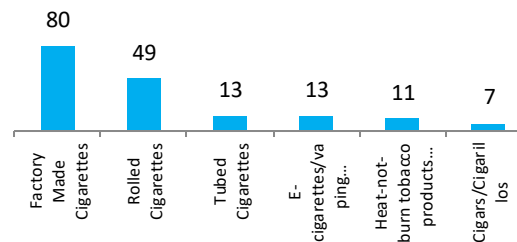
### Consumption Frequency



### Age of starting E-Cig/vaping devices with Nicotine vaping



### What product were you consuming prior to E-Cigarettes?



Percentages are in %

Source: Random Sample, Current users of E-cigarettes/ vaping devices with Nicotine : n= 56

Of the following Tobacco products, which products are you currently consuming?

Please select the option that best describes how often you consume 'List Tobacco Product'?

How old were you when you first started smoking/consuming tobacco regularly?

Were you consuming another tobacco product prior to ...product? C8.5. What product were you consuming prior to .....product?

# Usage at a glance : Electronic cigarettes/vaping devices with nicotine (2/2)

Electronic cigarettes/vaping devices with nicotine				
	% of E-Cig/Vaping devices with nicotine users	Average Age of starting of E-Cig/Vaping devices with nicotine vaping	% of daily of E-Cig/Vaping devices with nicotine vaping	Average Monthly Spend on E-Cig/Vaping devices with nicotine users (€)
<b>All Current users of tobacco/other products</b>	<b>4</b>	<b>30</b>	<b>89</b>	<b>44</b>
Men (n: 910)	4	28	86	47
Women (n: 634)	3	32	95	40
18-24 yrs (n: 213)	4	Very Low base (below 15)		
25-35 yrs (n: 308)	4			
36-50 yrs (n: 490)	5	30	92	46
51- 69 yrs (n: 531)	2	Very Low base (below 15)		
Rural (n: 285)	2			
Urban (n: 1259)	4	29	90	46

Figures are in %

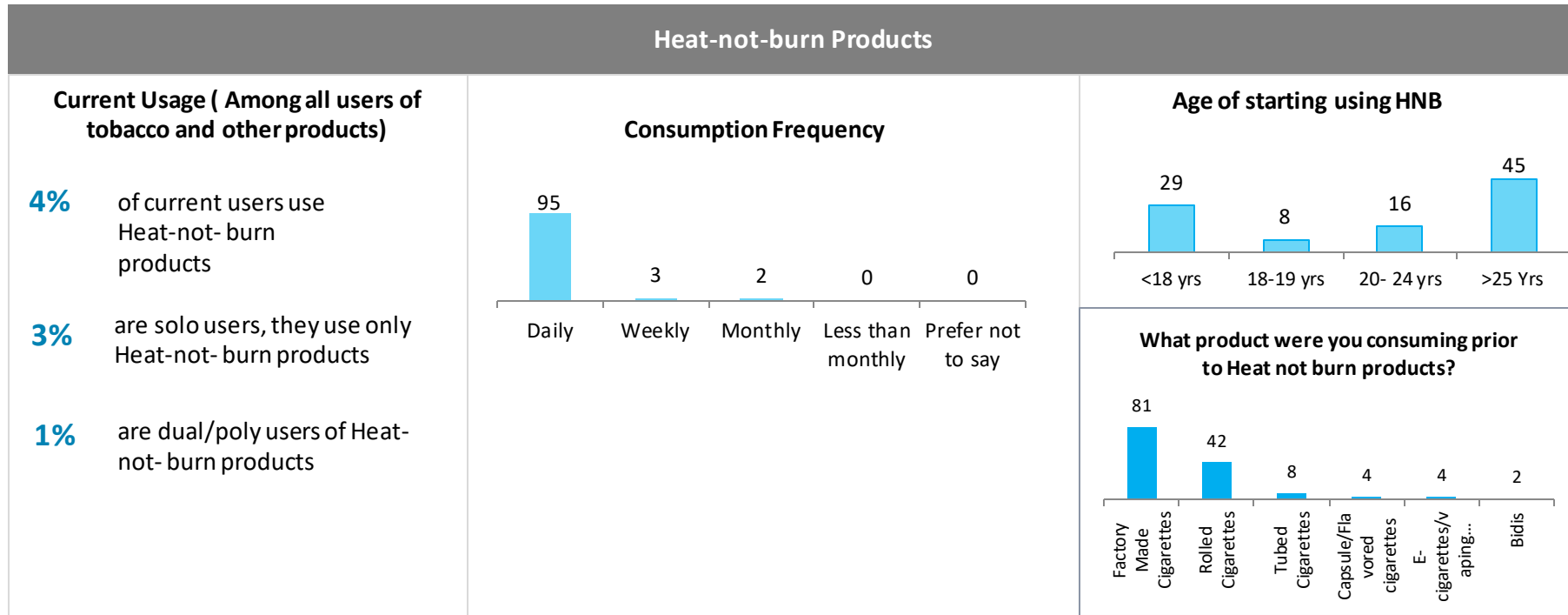
Base : Random Sample, current users n= 1544

C1. Of the following Tobacco products, which products are you currently consuming?

C3. Please select the option that best describes how often you consume 'List Tobacco Product'?

C5. Approximately, how much money do you spend on 'Show Tobacco Product' in a typical week? This has been converted into monthly spends

# Usage at a glance : Heat-not-burn products (1/2)



Percentages are in %

Source: Random Sample, Current users of Heat-not burn products: n= 62

Question: Of the following Tobacco products, which products are you currently consuming?

Question: Please select the option that best describes how often you consume 'List Tobacco Product'?

Question: How old were you when you first started smoking/consuming tobacco regularly?

Question: Were you consuming another tobacco product prior to ...product? C8.5. What product were you consuming prior to .....product?

## Usage at a glance : Heat-not-burn products (2/2)

Heat-not-burn products				
	% of Heat-not-burn products users	Average Age of starting Heat-not-burn products users	% of daily users (Among the current users of Heat-not-burn products.)	Average monthly spend on Hear-not-burn products (€)
<b>All Current users of tobacco/other products</b>	<b>4</b>	<b>28</b>	<b>95</b>	<b>92</b>
Men (n: 910)	4	28	94	96
Women (n: 634)	4	27	96	87
18-24 yrs (n: 213)	3	Very low base (below 15)		
25-35 yrs (n: 308)	5			
36-50 yrs (n: 490)	5	28	100	86
51- 69 yrs (n: 531)	3	Very low base (below 15)		
Rural (n: 285)	4			
Urban (n: 1259)	4	26	96	91

Figures are in %

Base : Random Sample, current users n= 1544

C1. Of the following Tobacco products, which products are you currently consuming?

C3. Please select the option that best describes how often you consume 'List Tobacco Product'?

C5. Approximately, how much money do you spend on 'Show Tobacco Product' in a typical week? This has been converted into monthly spends

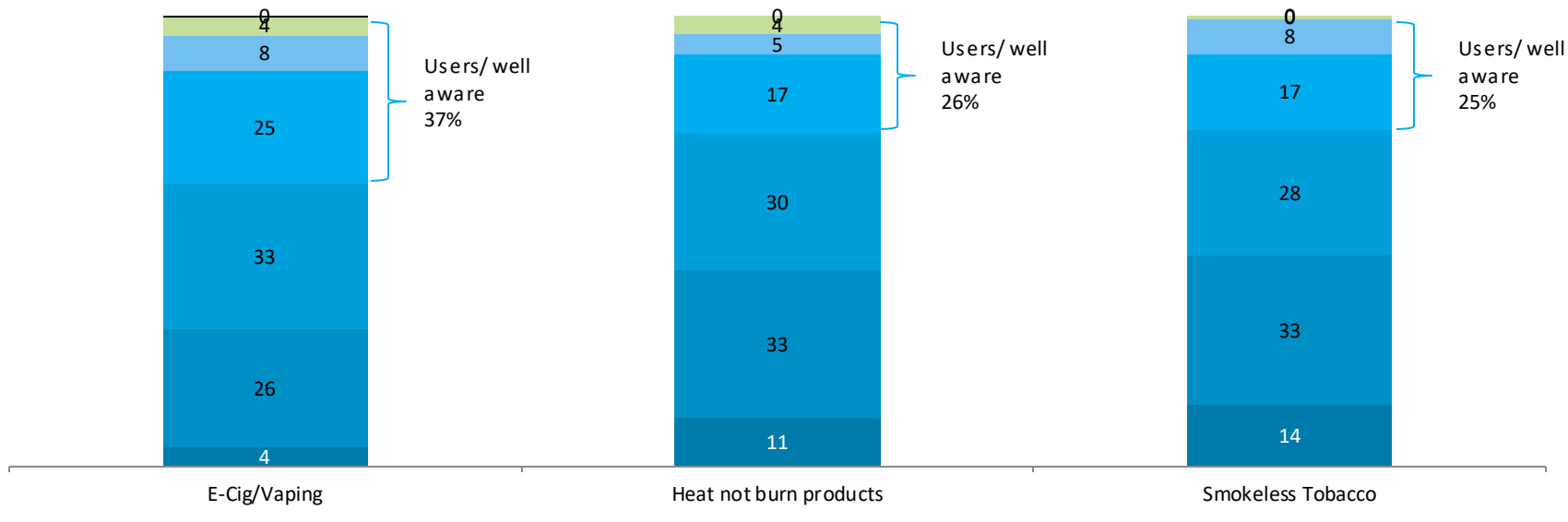


# Usage and familiarity of E-Cig, Heat-not-burn and Smokeless tobacco products

37% of current users of tobacco/ other products are either users of E-Cig or well aware/know a fair amount about E-Cig.

C2. How familiar are you with the following products ..(asked only to the non-users of the products)

■ Never Heard of It  
 ■ Heard of It  
 ■ Know a Little  
 ■ Know a Fair Amount  
 ■ Know It Well  
 ■ Currently Using  
 ■ Prefer not to answer

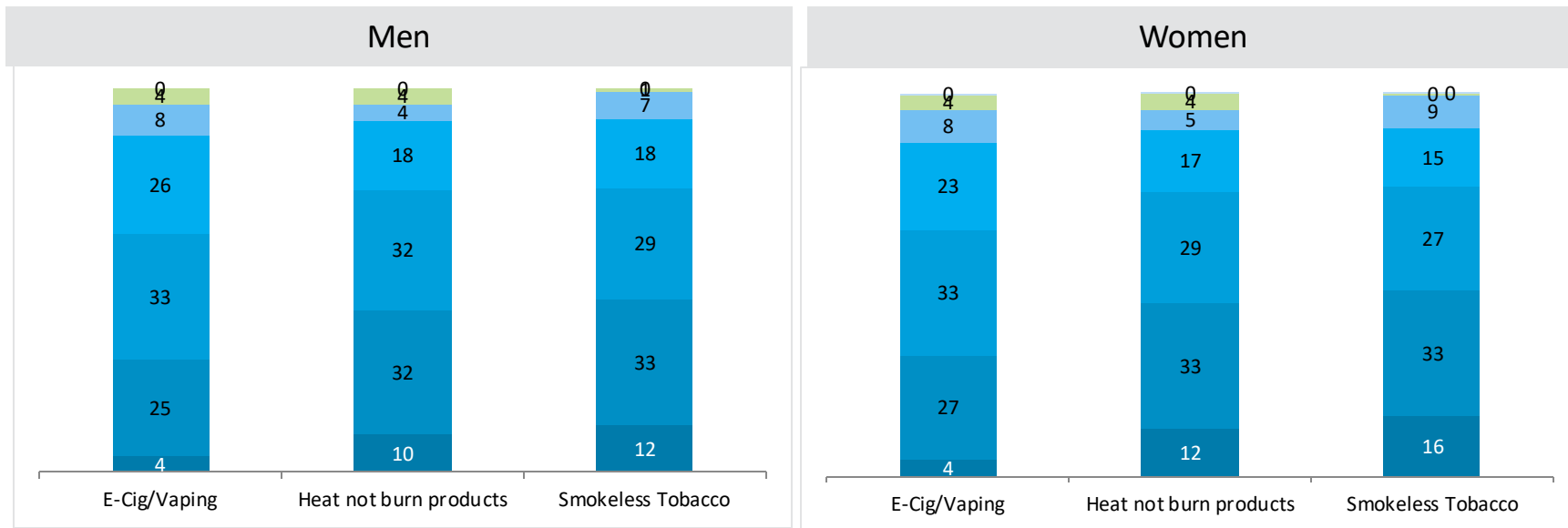


# Usage and familiarity of E-Cig, Heat-not-burn and Smokeless tobacco products

Among both men and women, around 26 % of current users of tobacco/ other products are either users of Heat-not-burn products or well aware/know a fair amount about Heat-not-burn products.

C2. How familiar are you with the following products ..(asked only to the non-users of the products)

■ Never Heard of It  
 ■ Heard of It  
 ■ Know a Little  
 ■ Know a Fair Amount  
 ■ Know It Well  
 ■ Currently Using  
 ■ Prefer not to answer



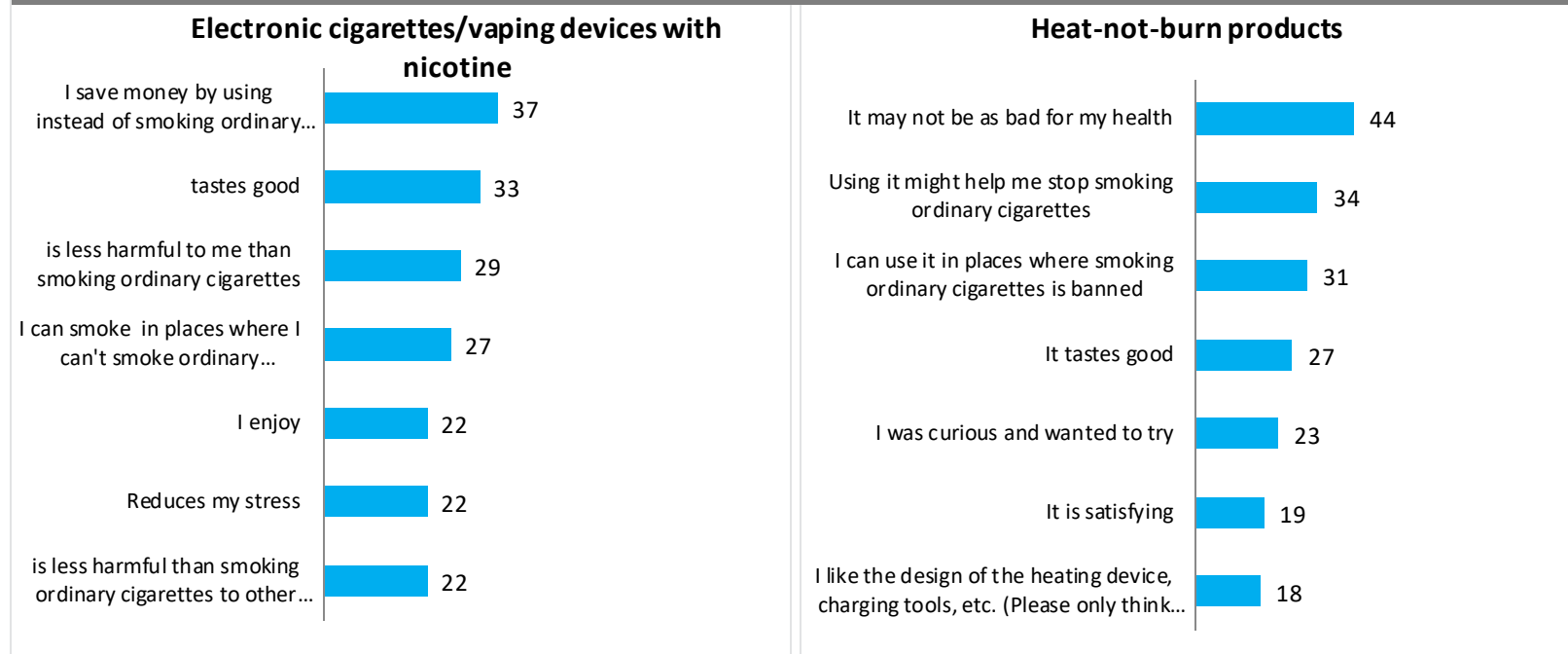
in %

Sample, Current Users of tobacco products/ other products Men : n=910 Women : n=634

# Reasons for start using E-Cig and Heat-not-burn products

To save money and good taste are the main reasons to start using E-Cig, whereas less harmful to health & might help to stop smoking ordinary cigarettes are the main reasons to start using Heat-not-burn products.

C9/ C9.5. Which of the following are reasons that you switched to/ started using .....



are in %

random Sample, Current users of E-Cig/ Vaping devices : n= 63 Current users of Heat-not-burn products : n= 62

# Reasons for start using Electronic cigarettes/vaping devices

Among both men and women, to save money is the main reason to start using E-Cig. Among men, “can smoke in places where I can’t smoke ordinary Cigarettes” is also a major reason to start using E-Cig.

C9/ C9.5. Which of the following are reasons that you switched to/ started using .....

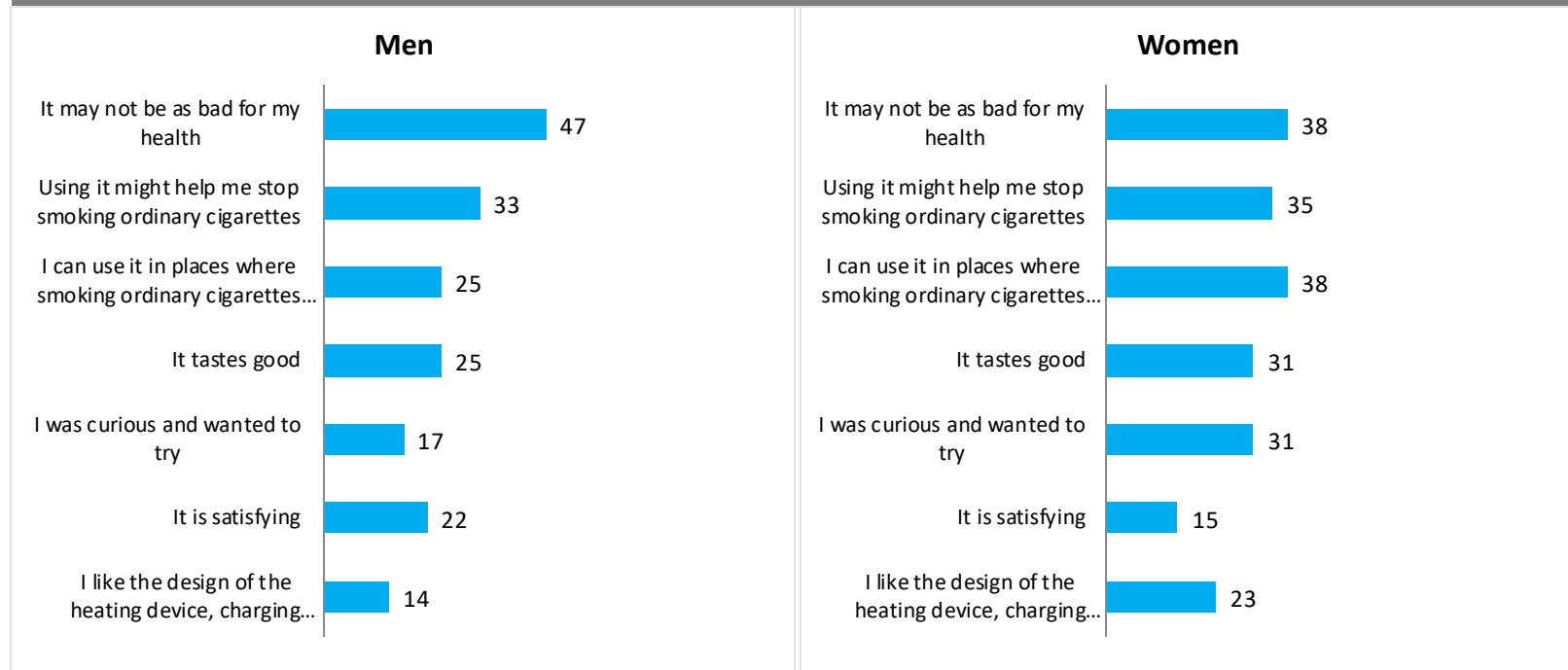


Figures are in %

Base : Random Sample, Current users of E-Cig/ Vaping devices Men : n=38 Women : n=25

# Reasons for start using Heat-not-burn products

C9/ C9.5. Which of the following are reasons that you switched to/ started using .....



Figures are in %

Base : Random Sample, Current users of Heat-not-burn products Men : n=36 Women : n=26

# Nicotine Dependence

## Fagerstrom Test For Nicotine Dependence

The Fagerström Test for Nicotine Dependence is a standard instrument for assessing the intensity of physical addiction to nicotine.

The test was designed to provide an ordinal measure of nicotine dependence related to cigarette smoking. It contains six items that evaluate the quantity of cigarette consumption, the compulsion to use, and dependence.

In scoring the Fagerstrom Test for Nicotine Dependence, yes/no items are scored from 0 to 1 and multiple-choice items are scored from 0 to 3. The items are summed to yield a total score of 0-10. The higher the total Fagerström score, the more intense is the patient's physical dependence on nicotine.\*

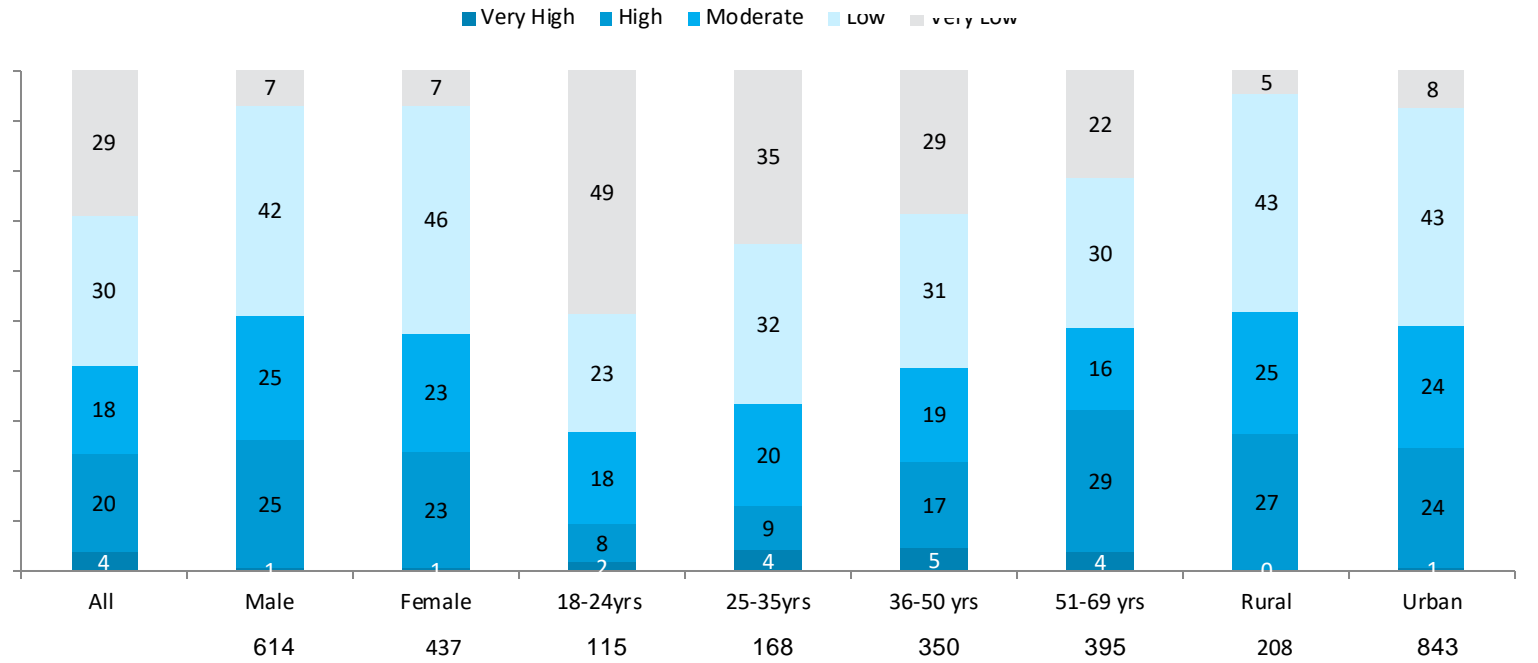
### How to calculate Fagerstrom score\*\*

PLEASE TICK {✓} ONE BOX FOR EACH QUESTION		
How soon after waking do you smoke your first cigarette?	Within 5 minutes	<input type="checkbox"/> 3
	6-30 minutes	<input type="checkbox"/> 2
	31-60 minutes	<input type="checkbox"/> 1
	After 60 minutes	<input type="checkbox"/> 0
Do you find it difficult to refrain from smoking in places where it is forbidden? e.g. Church, Library, etc.	Yes	<input type="checkbox"/> 1
	No	<input type="checkbox"/> 0
Which cigarette would you hate to give up?	The first in the morning	<input type="checkbox"/> 1
	Any other	<input type="checkbox"/> 0
How many cigarettes a day do you smoke?	10 or less	<input type="checkbox"/> 0
	11 - 20	<input type="checkbox"/> 1
	21 - 30	<input type="checkbox"/> 2
	31 or more	<input type="checkbox"/> 3
Do you smoke more frequently in the morning?	Yes	<input type="checkbox"/> 1
	No	<input type="checkbox"/> 0
Do you smoke even if you are sick in bed most of the day?	Yes	<input type="checkbox"/> 1
	No	<input type="checkbox"/> 0
<b>Total Score</b>		

Classification of dependence:

- 0-2 Very low
- 3-4 Low
- 5 Moderate
- 6-7 High
- 8-10 Very high

# Nicotine Dependency : Cigarettes



# Indicative\* Nicotine Dependency : By products

Similar level of nicotine dependency noticed across current users of Cigarettes, Rolled Cigarettes & E-Cig.

Indicative nicotine dependency among current smokers of various tobacco/other products..					
	Current users of...				
	Cigarettes	Rolled cigarettes	Electronic cigarettes/vaping devices with nicotine	Flavored cigarettes	Heat-not-burn products
	%	%	%	%	%
Base : Current Users	1051	427	56	19	62
C10. How soon after you wake up do you smoke your first cigarette/consume your first nicotine product?					
<b>Within 5 minutes (3)</b>	18	15	16	5	5
6-30 minutes(2)	39	36	45	58	52
31-60 minutes(1)	20	26	18	16	31
C11. Find it difficult to refrain from smoking/consuming tobacco in places where it is forbidden (1)	62	68	70	63	56
C12. Hate to give up the first one in the morning (1)	56	57	48	53	44
C14. Consume more frequently during the first hour (1)	53	57	46	47	60
C15. Consume even if you are ill (1)	69	75	68	53	69
<b>Average Scores (1-7)</b>	<b>3.9</b>	<b>4.0</b>	<b>3.9</b>	<b>3.6</b>	<b>3.1</b>

\*Fagerstrom score is for cigarette smoking only; hence without the Cig. consumption/day question, scores have been calculated to give an indication of Nicotine dependency among the users of other products. However a large number of them smoke cigarettes too.

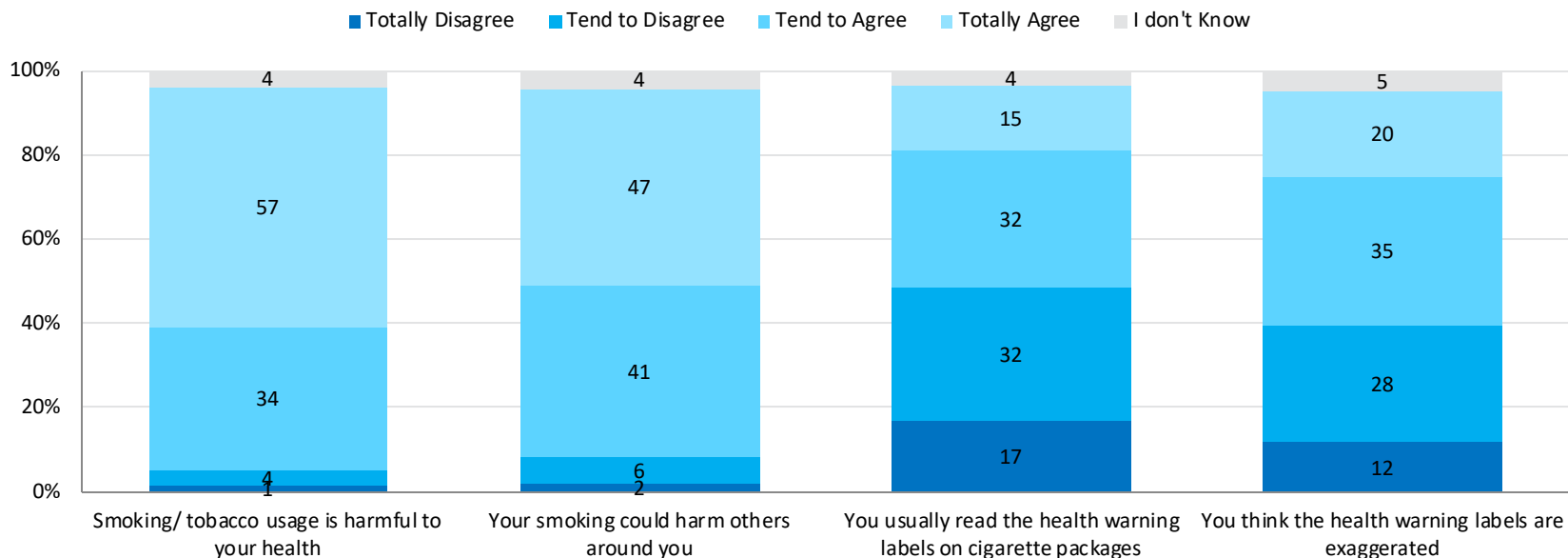


## **4.2 Beliefs and Perception : Among Current Users/Vapers/ Smokers**

# Beliefs and perceptions about smoking- Current users

91% of the users of tobacco/ other products agree that tobacco is harmful, however, 49% do not read the health warning labels on Cigarette packages and 55% think that warning labels are exaggerated.

## B1.Please rate to what extent do you agree with the following statements?

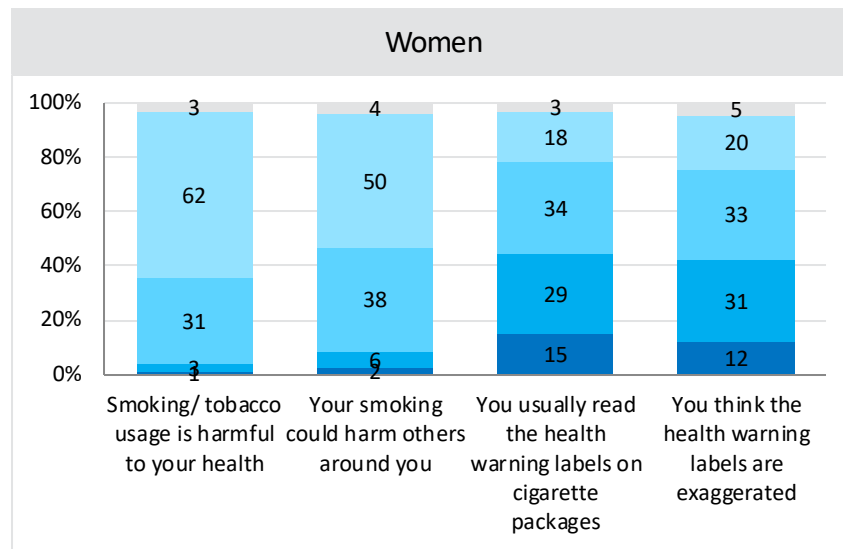
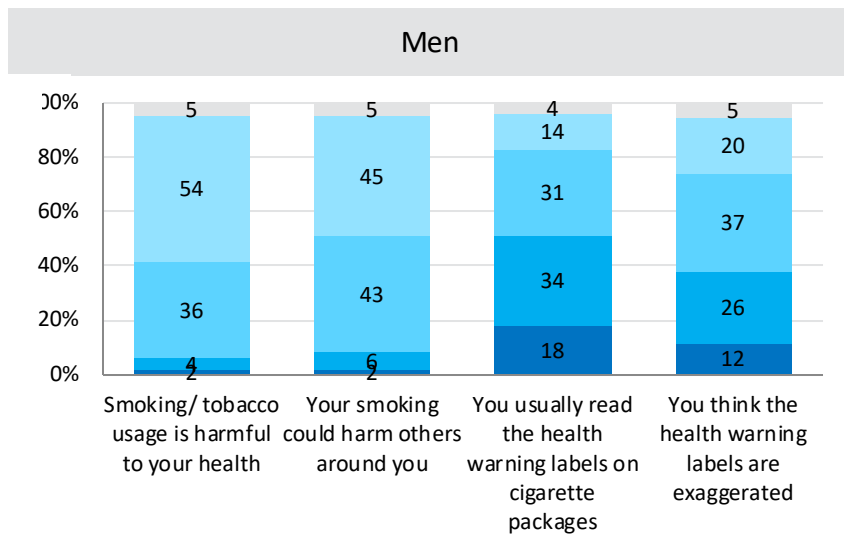


# Beliefs and perceptions about smoking- Current users

Among both men and women, the majority of users of tobacco products/ other products agree that smoking tobacco is harmful.

## B1.Please rate to what extent do you agree with the following statements?

■ Totally Disagree ■ Tend to Disagree ■ Tend to Agree ■ Totally Agree ■ I don't Know



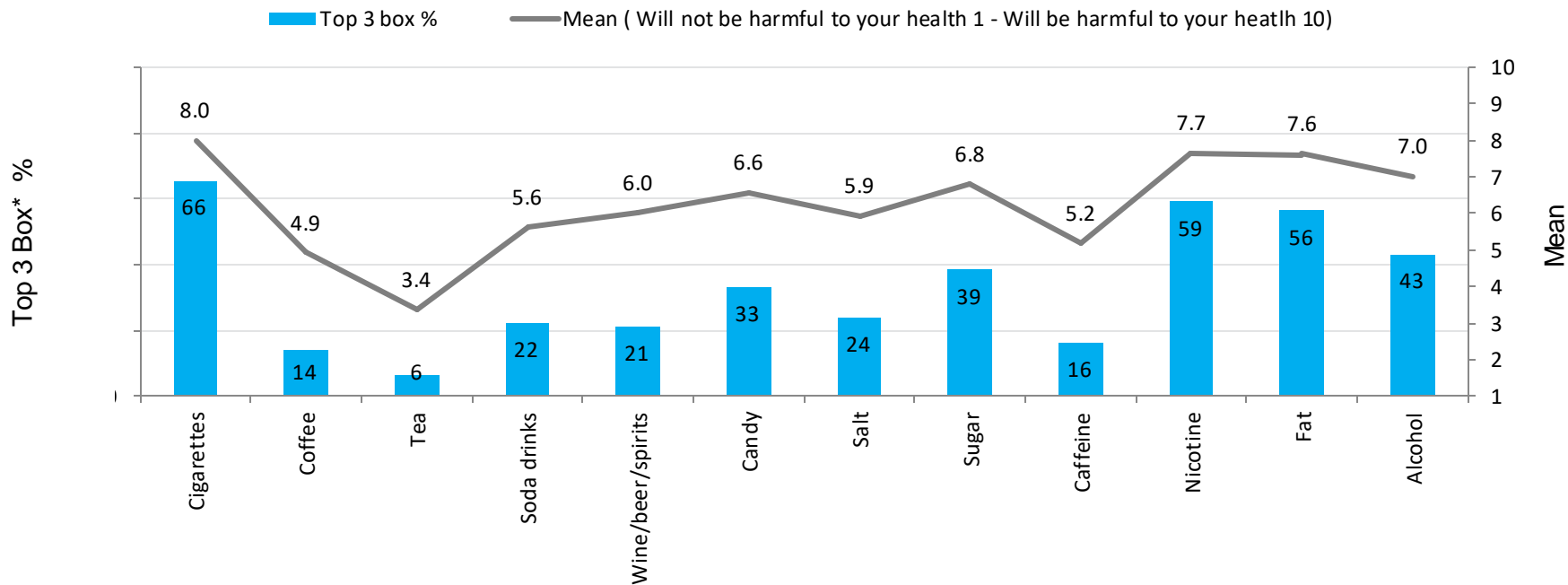
figures are in %

base : Random Sample, Current Users of tobacco products/ other products Men : n=910 Women : n=634

# Risk perception comparison among various products

The majority of current users/smokers/ vapers of tobacco products/ other products consider Cigarettes to be the most harmful product, followed by Nicotine.

B3. On a scale from 1 to 10, to what extent do you think a moderate daily use of the following products or substances can harm your health?

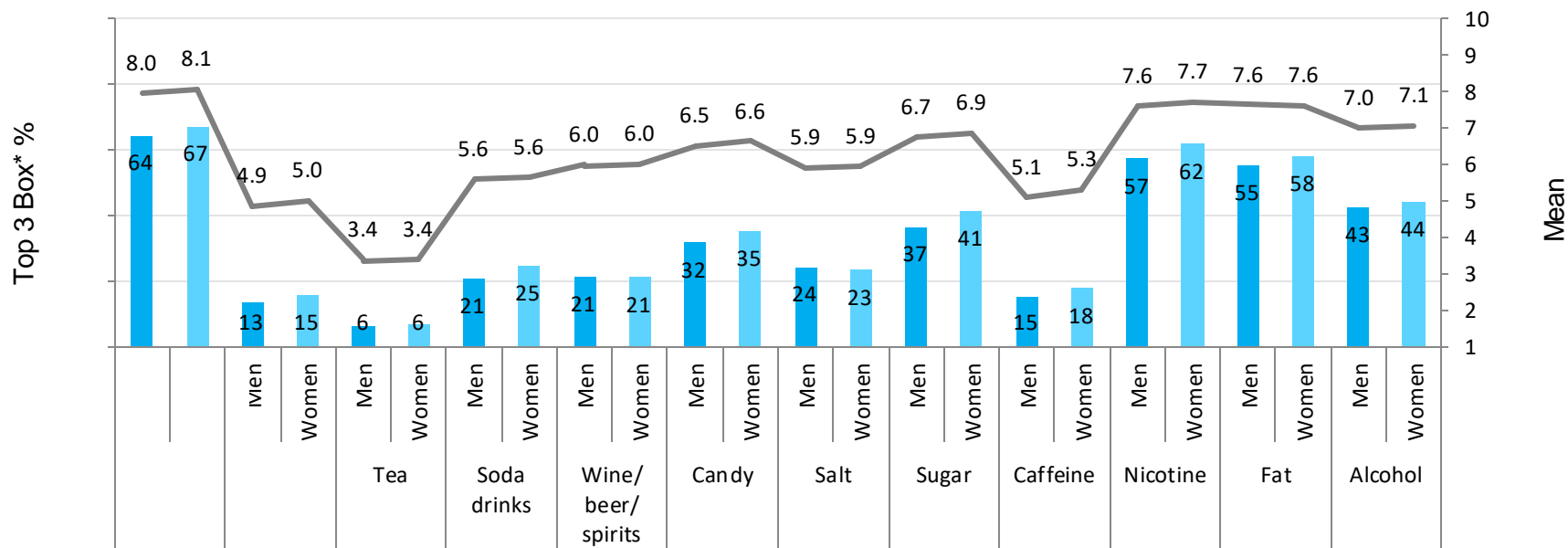


\*Top 3 Box %: Those who coded 8, 9 or 10 on a 10 points scale ( Will not be harmful to your health 1 - Will be harmful to your health 10)

# Risk perception comparison among various products

Both men and women current users/vapers/smokers consider Cigarettes to be the most harmful product, followed by Nicotine.

B3. On a scale from 1 to 10, to what extent do you think a moderate daily use of the following products or substances can harm your health?

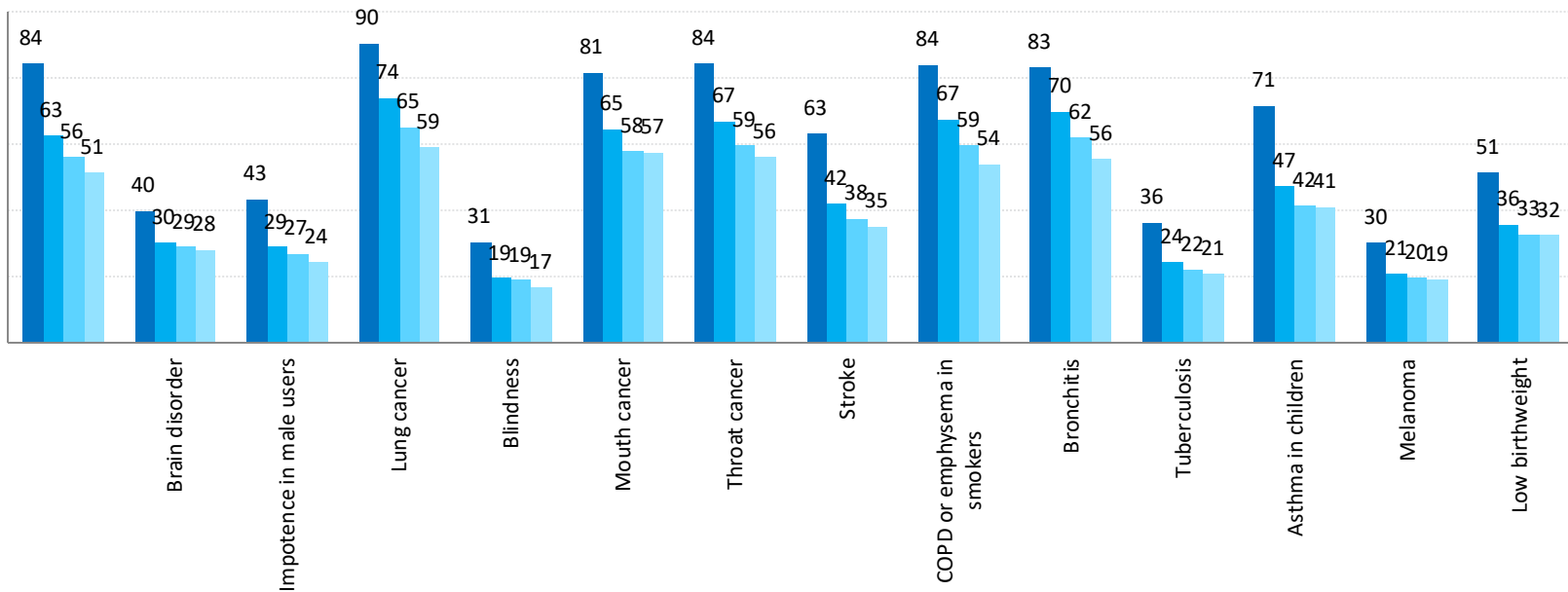


\*Top 3 Box %: Those who coded 8, 9 or 10 on a 10 points scale ( Will not be harmful to your health 1 - Will be harmful to your health 10)

# Risk perception comparison among various tobacco and other products

Smokeless Tobacco has the lowest risk perception of causing diseases among current users/ vapers/ smokers.

B2. Based on what you know or believe, do you think smoking tobacco causes... (Yes%)

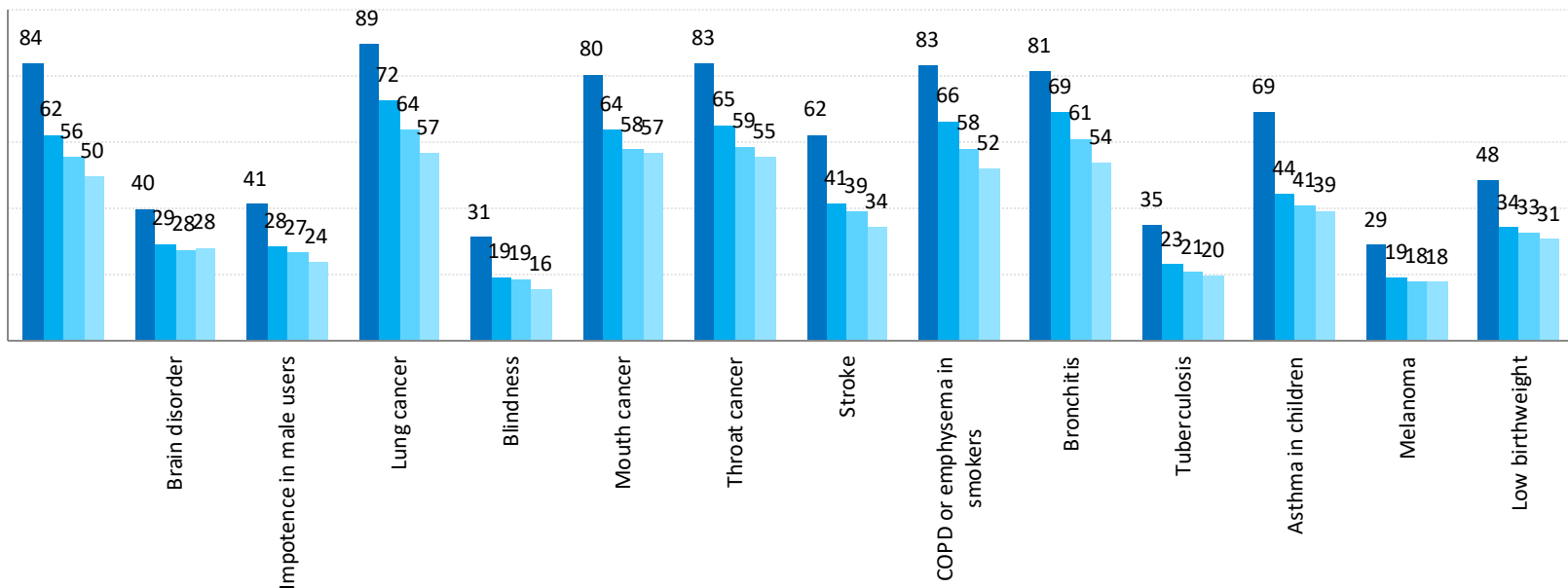


# Risk perception comparison among various tobacco and other products

Among men smokers/vapers/ current users, Smokeless Tobacco has the lowest risk perception of causing diseases.

Men

B2/5/9/105. Based on what you know or believe, do you think smoking tobacco causes... ( Yes%)

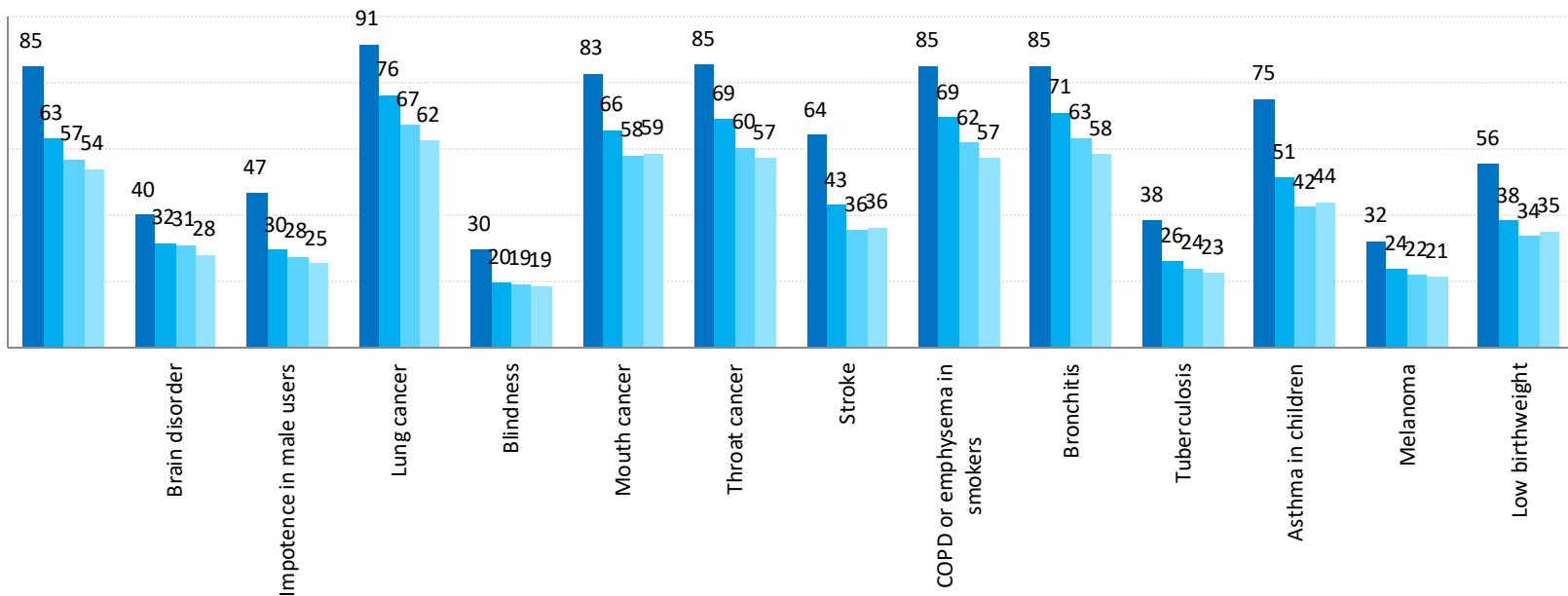


# Risk perception comparison among various tobacco and other products

Among women smokers/vapers/ current users, Smokeless Tobacco has the lowest risk perception of causing diseases.

Women

B2/5/9/105. Based on what you know or believe, do you think smoking tobacco causes... ( Yes%)

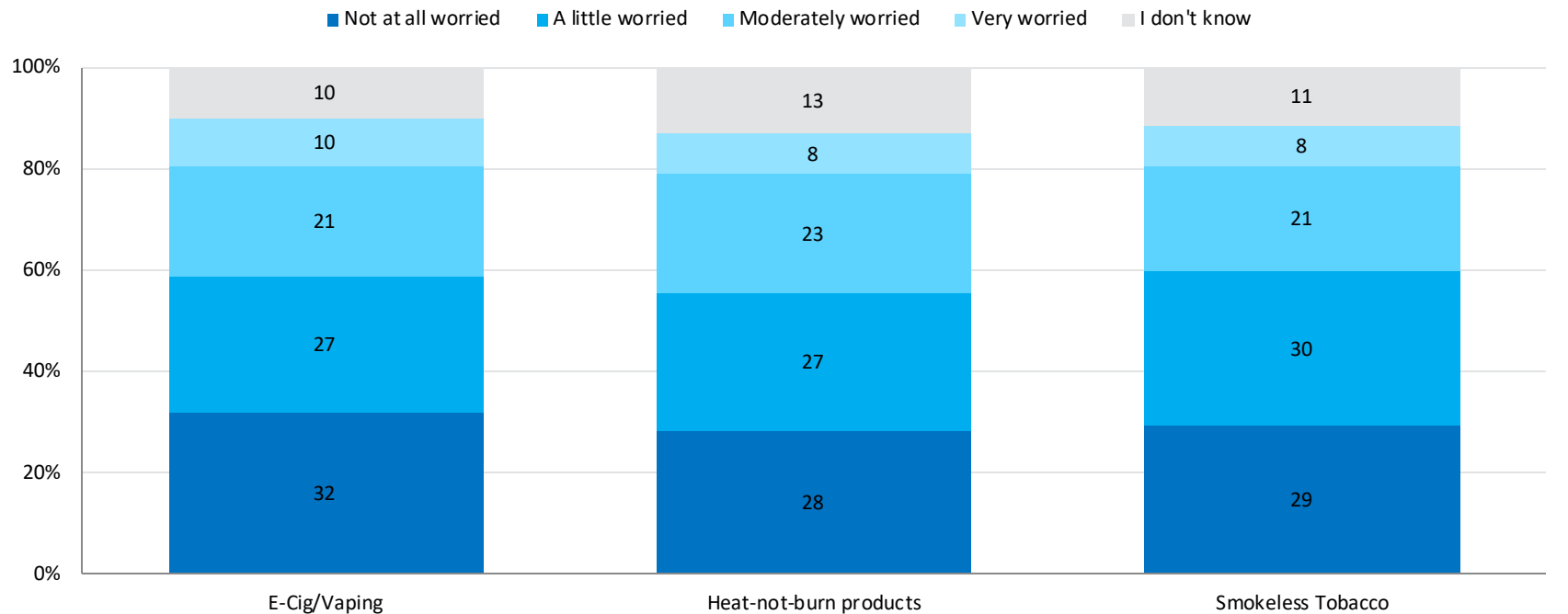




# Beliefs and perceptions comparison among E-Cig, HNB and Smokeless tobacco

Approximately 55% - 60% of the vapers/smokers/users of E-Cig, Heat-not-burn products & Smokeless Tobacco are not worried/very little worried about the damage these products will cause to their health.

BB4/8.5/10.2. How worried are you that using this product will damage your health in the future?



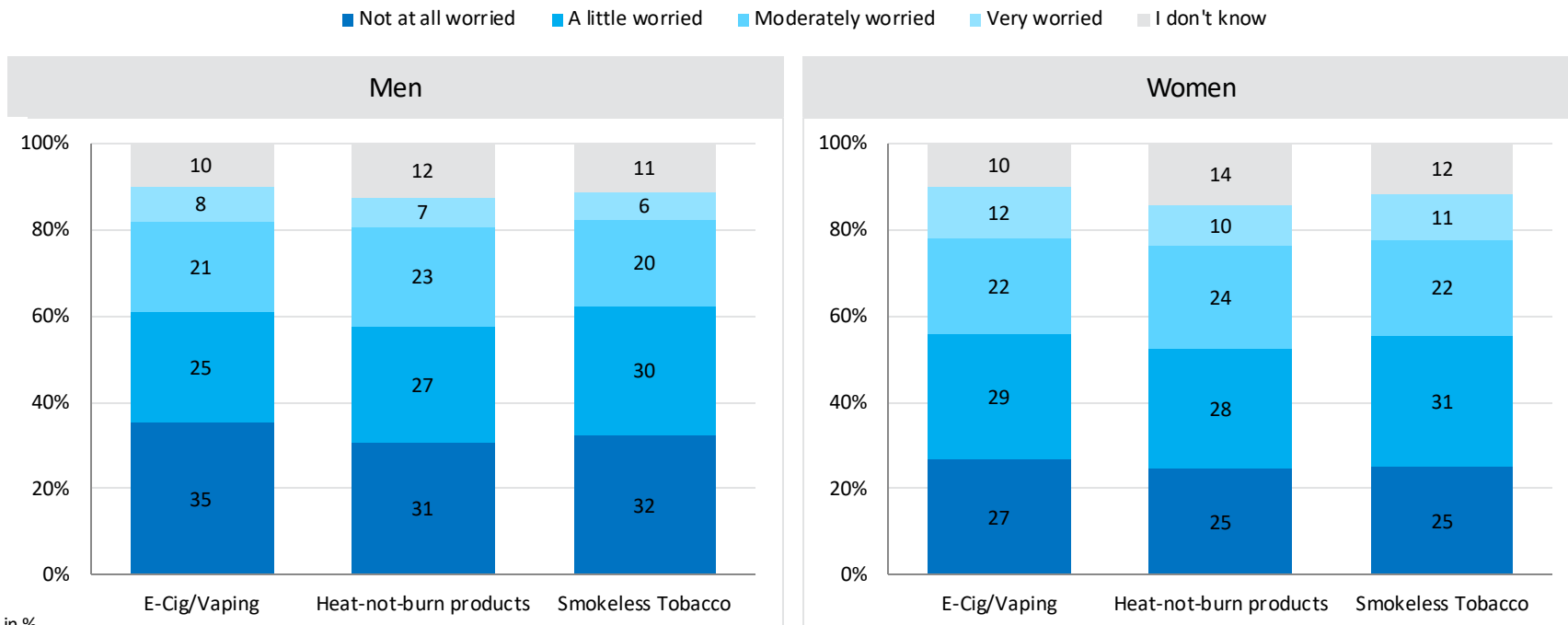
%

Sample, Those who are aware of the respective products: E-Cig n: 1478 Heat-not-burn products n: 1375 Smokeless tobacco n: 1332

# Beliefs and perceptions comparison among E-Cig, HNB and Smokeless tobacco

Among both men and women, approximately 55% - 60% of the vapers/smokers/users of E-Cig, Heat-not-burn products & Smokeless Tobacco are not worried/ very little worried about the damage these products will cause to their health.

B4/8.5/10.2. How worried are you that using this product will damage your health in the future?



Figures are in %

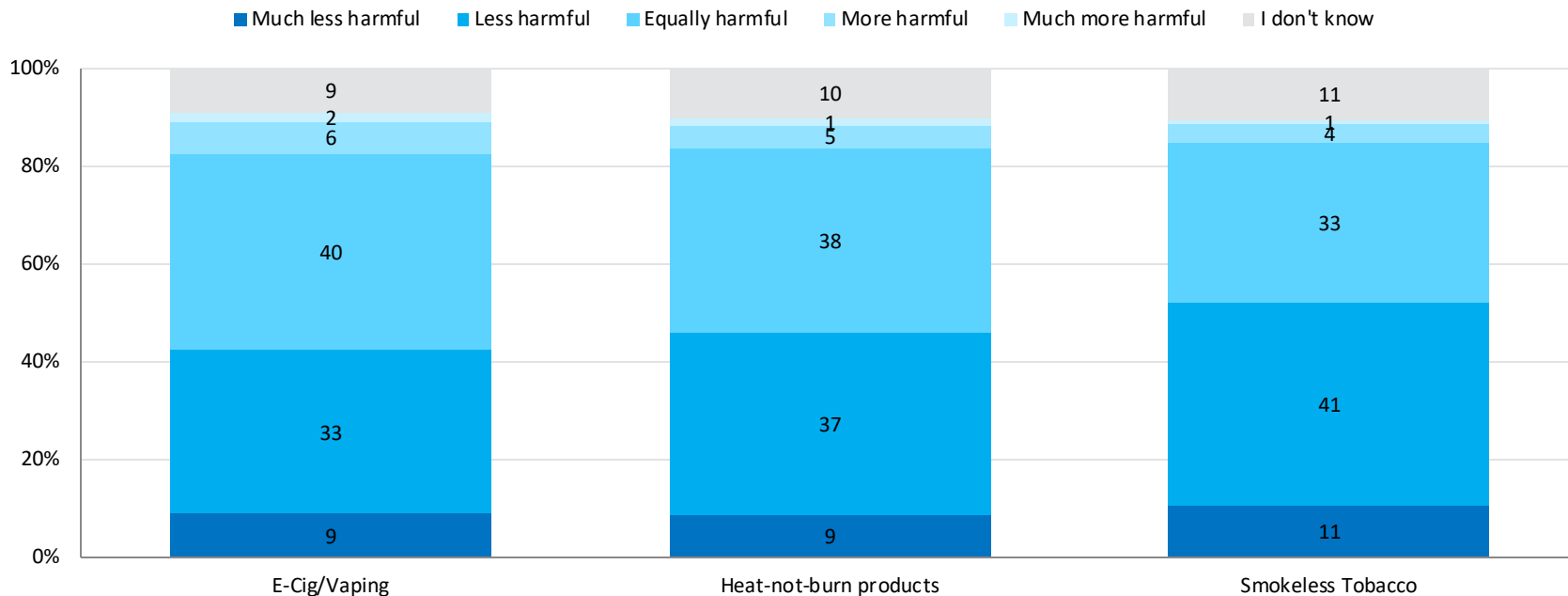
Base: Random Sample, Those who are aware of the respective products: E-Cig Men: n=875 Women: n=603; Heat-not-burn products Men: n=821 Women: n=554;

Smokeless tobacco Men: n=800 Women: n=532

# Beliefs and perceptions- Current users/Vapers/Smokers

52% of current users/smokers/vapers consider Smokeless Tobacco as less harmful than smoking tobacco. In case of Heat-not-burn products, 42% opine it as less harmful than smoking tobacco while 38% think these products are as harmful as tobacco.

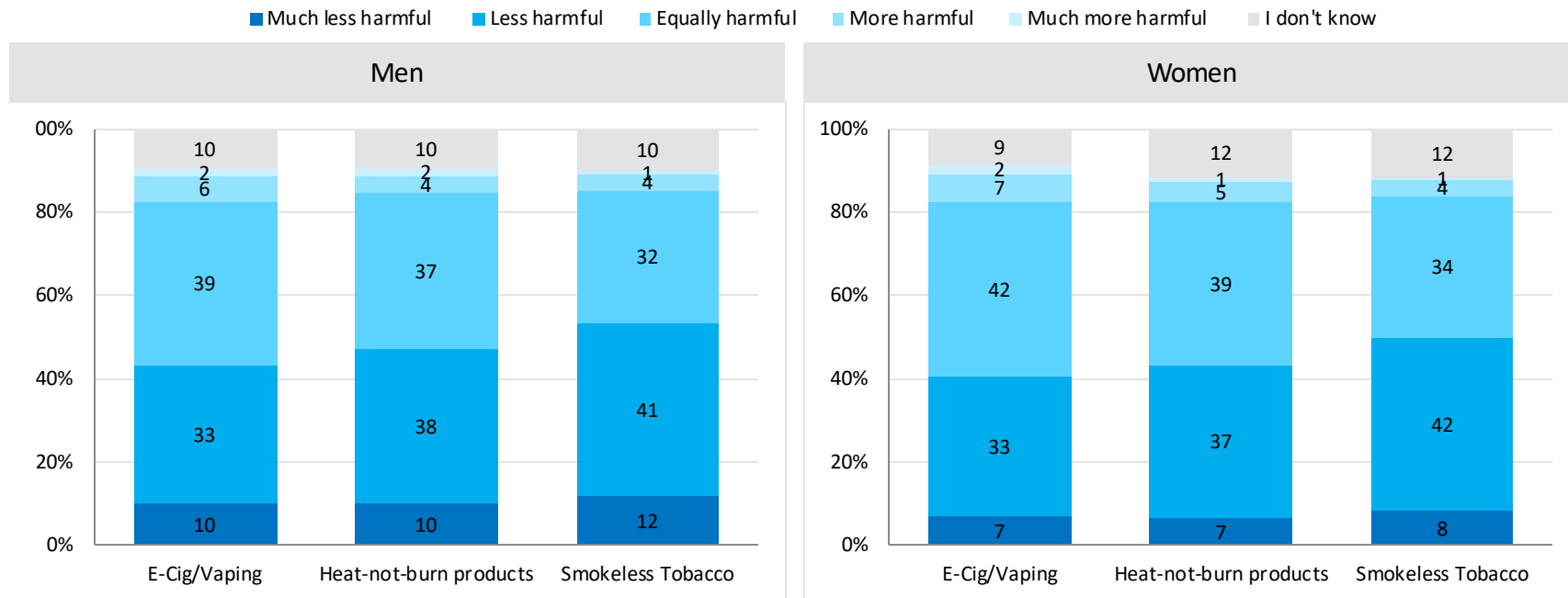
B7/B10/B10.7. Compared to smoking tobacco, would you say that this product is...?



# Beliefs and perceptions- Current users/Vapers/Smokers

Among both men and women, approximately 52% of current users/smokers/vapers consider Smokeless Tobacco as less harmful than smoking tobacco.

B7/B10/B10.7. Compared to smoking tobacco, would you say that this product is...?

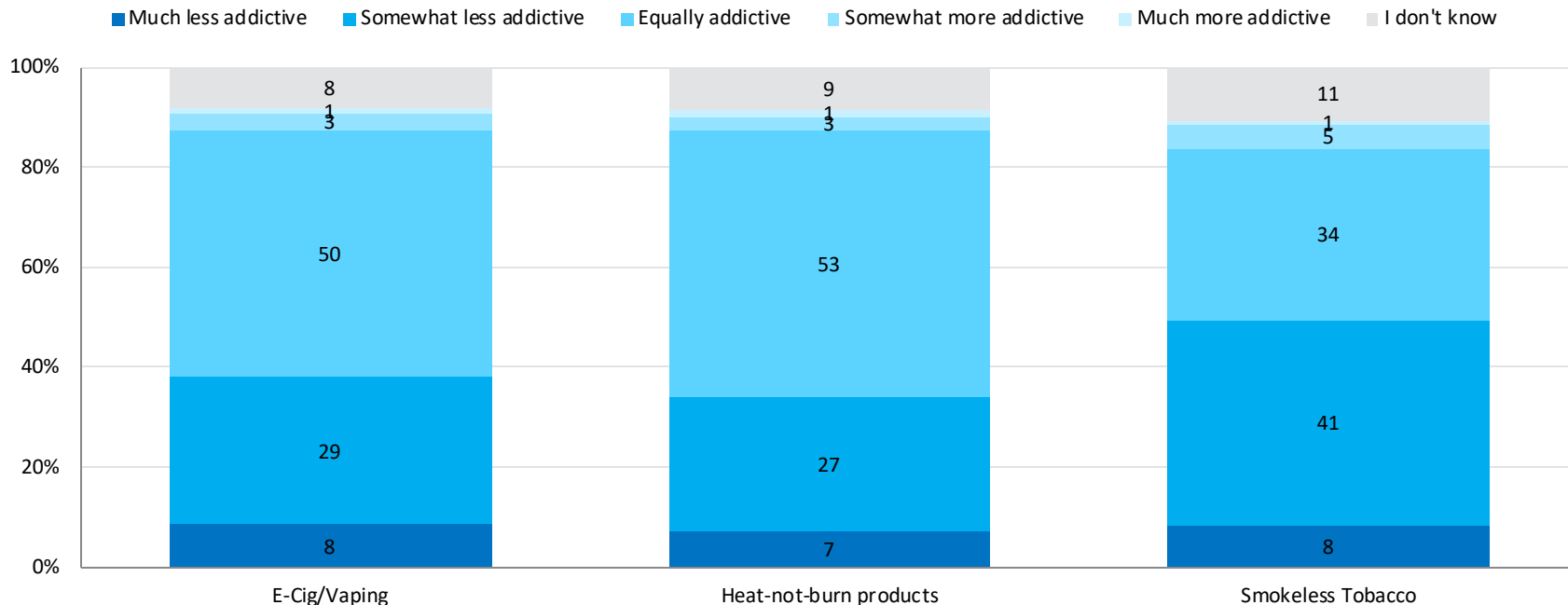


Figures are in %  
 Base: Random Sample, Those who are aware of the respective products: E-Cig Men: n=875 Women: n=603; Heat-not-burn products Men: n=821 Women: n=554; Smokeless tobacco Men: n=800 Women: n=532

# Beliefs and perceptions- Current users/Vapers/Smokers

Around 50% of the current users of tobacco products/ other products users believe E-Cig & Heat-not-burn products are equally addictive as smoking tobacco; however a sizeable group also opined those as less addictive than smoking tobacco; At an overall level, these are perceived as less addictive than smoking tobacco.

3/10.1/10.9. Compared to smoking tobacco, would you say using this product is...?



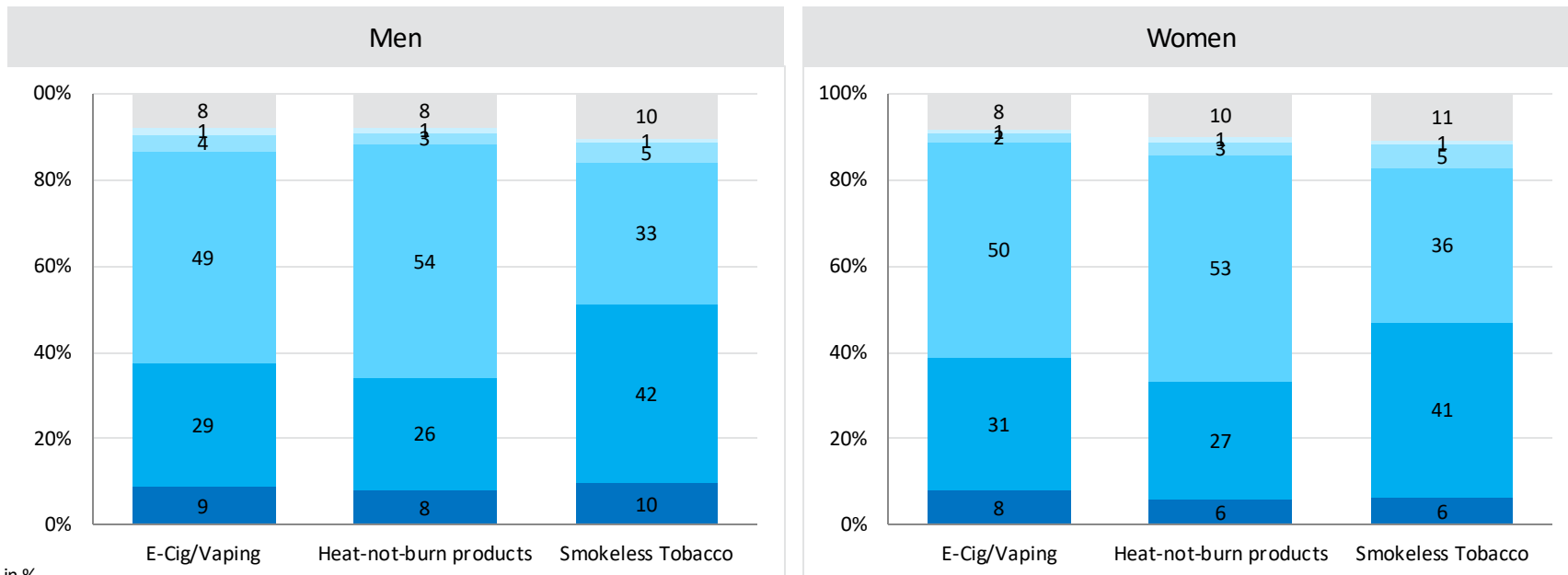
Sample, Those who are aware of the respective products: E-Cig n: 1478 Heat-not-burn products n: 1375 Smokeless tobacco n: 1332

# Beliefs and perceptions- Current users/Vapers/Smokers

Among both men and women current users/smokers/ vapers, around 50% believe E-Cig & Heat-not-burn products are equally addictive as smoking tobacco; however, a sizeable group also opined those as less addictive than smoking tobacco.

B8/10.1/10.9. Compared to smoking tobacco, would you say using this product is...?

■ Much less addictive ■ Somewhat less addictive ■ Equally addictive ■ Somewhat more addictive ■ Much more addictive ■ I don't know

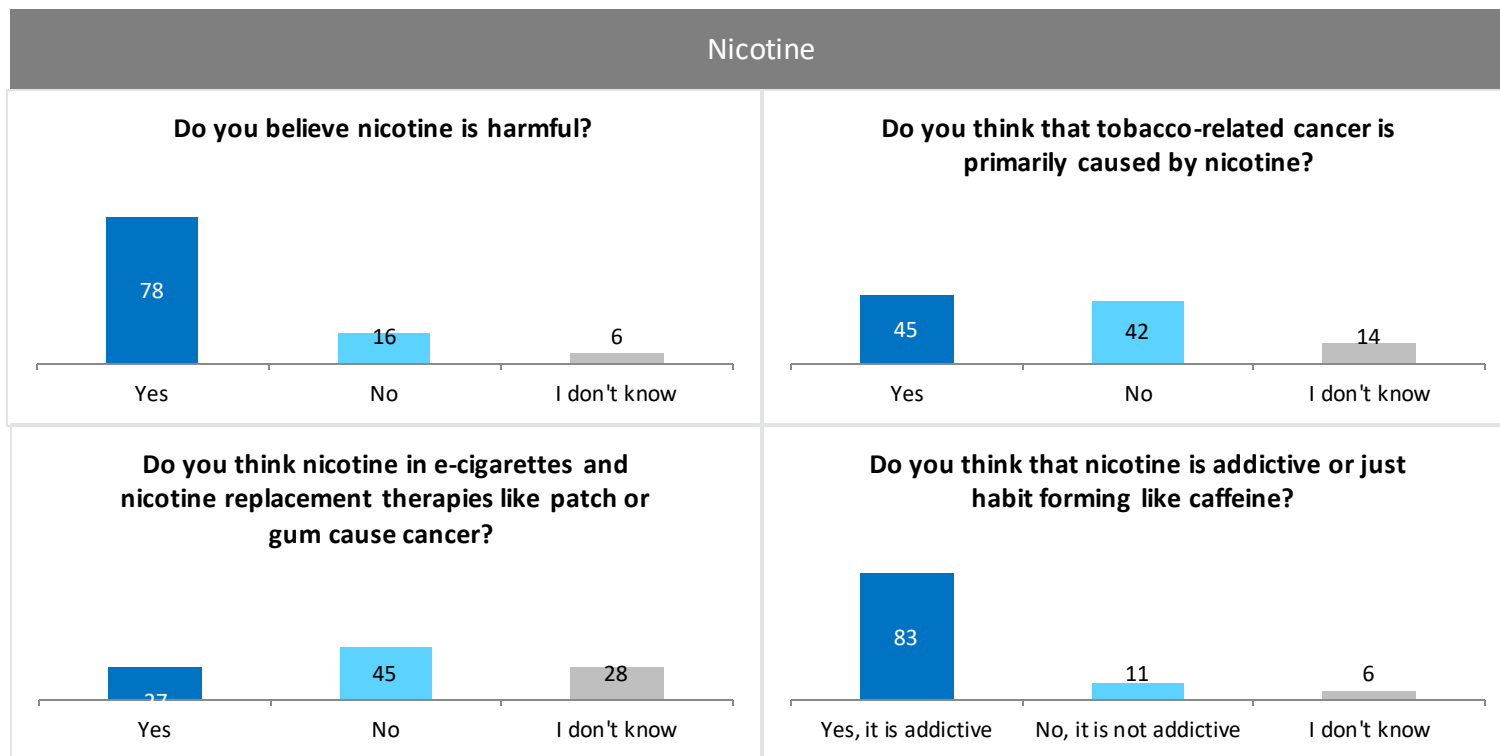


Figures are in %

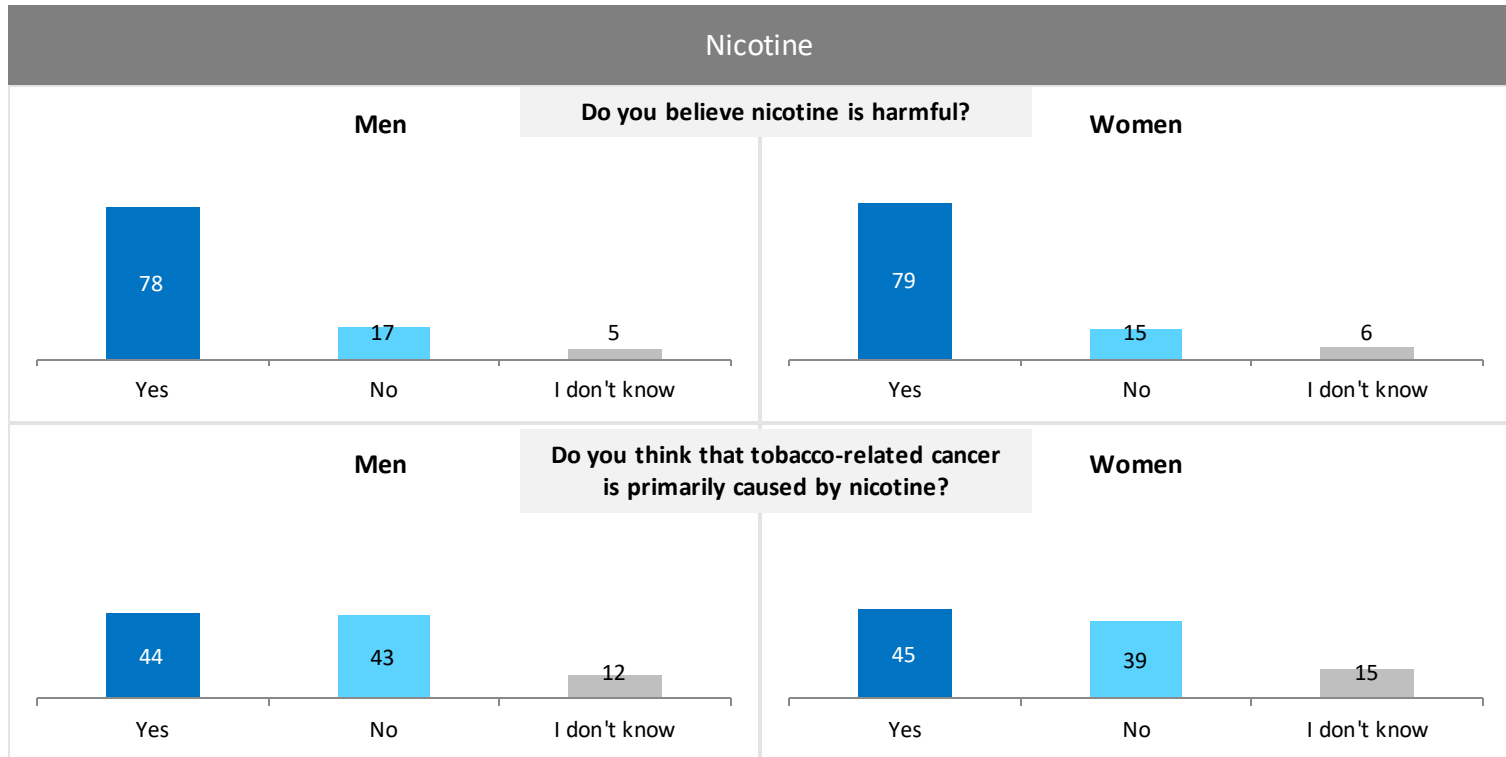
Base: Random Sample, Those who are aware of the respective products: E - Cig Men: n=875 Women: n=603; Heat-not-burn products Men: n=821 Women: n=554; Smokeless tobacco Men: n=800 Women: n=532

# Risk perception of Nicotine - Current users/Vapers/Smokers

The majority of the current users/ vapers/ smokers believe nicotine is harmful and addictive. 45% of current users/vapers/smokers think that tobacco-related cancer is primarily caused by Nicotine, whereas, only 27% opined that E-Cig/ nicotine replacement therapies like patch or gum cause cancer.



Among both men and women current users/vapers/smokers, the majority believes nicotine is harmful and tobacco-related cancer is primarily caused by nicotine.



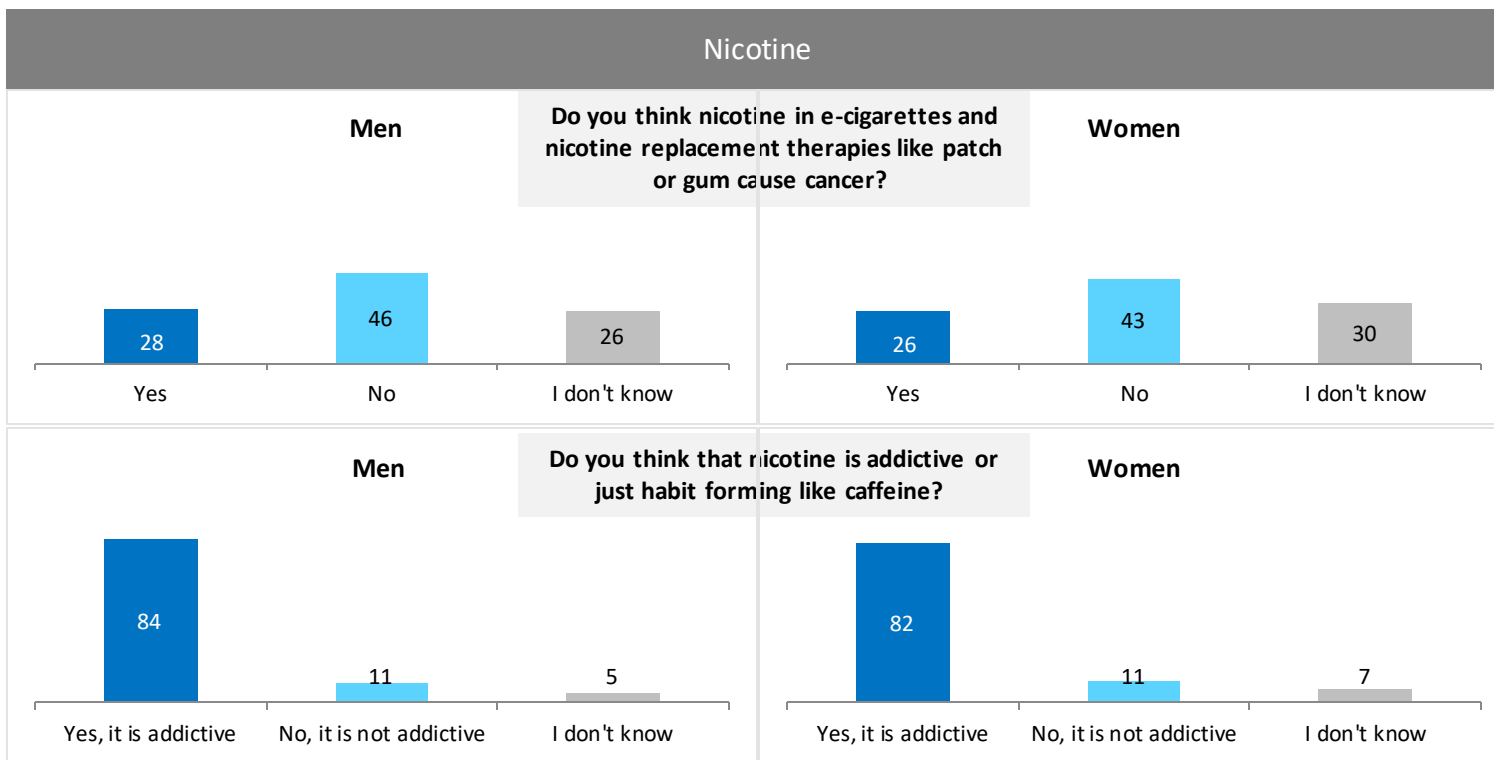
Percentages are in %

Random Sample, Current Users of tobacco products/other products Men : n=910 Women : n=634



# Risk perception of Nicotine - Current users/Vapers/Smokers

Among both men and women, the majority of the people believe nicotine is addictive. Only approximately 1 out of 4 current users of tobacco/other products opined that E-Cig/ nicotine replacement therapies like patch or gum causes cancer.

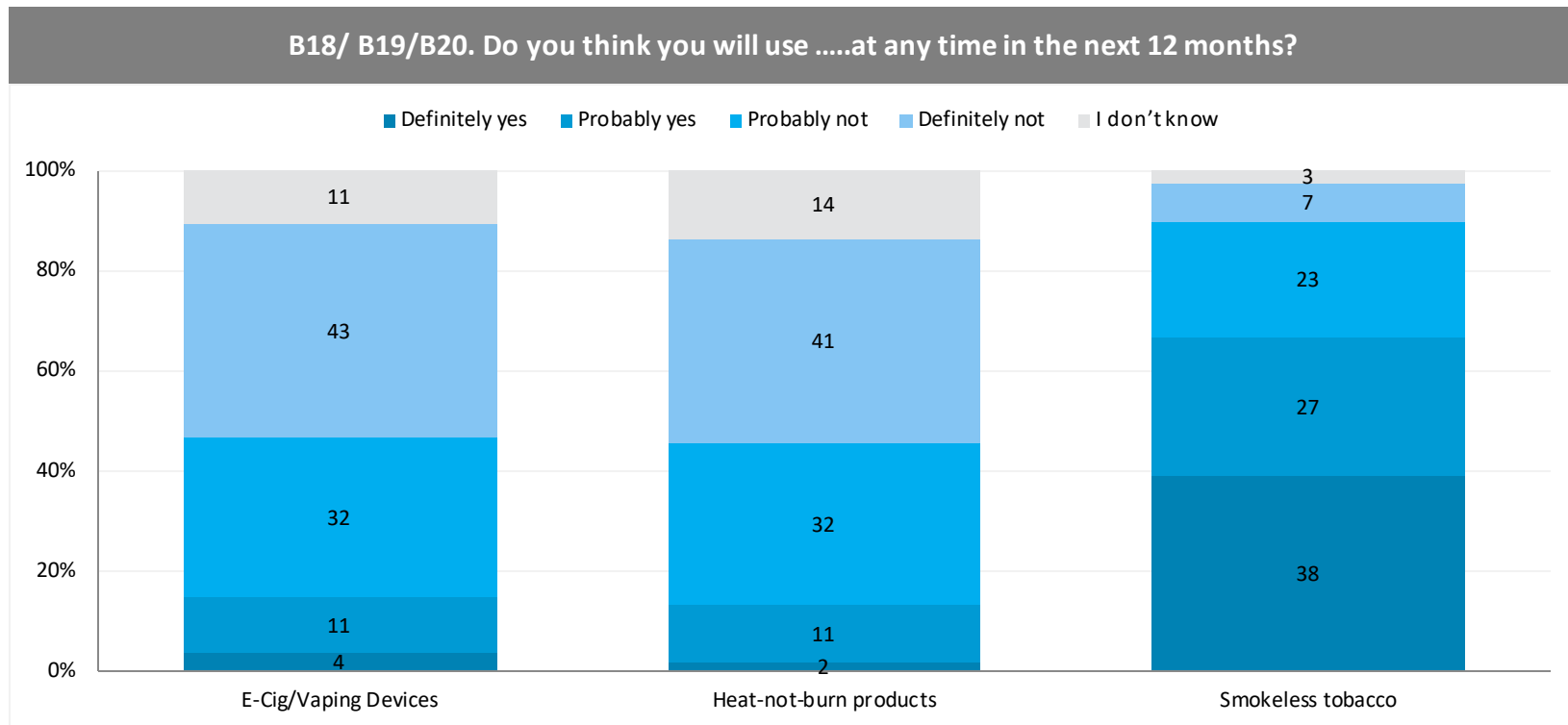


s are in %

Random Sample, Current Users of tobacco products/ other products Men : n=910 Women : n=634

# Intention to purchase : E-Cig, Heat-not-burn, Smokeless tobacco

Among the current users/smokers/vapers who are not currently using Smokeless Tobacco; 65% of them are willing to use Smokeless Tobacco in the next 12 months.

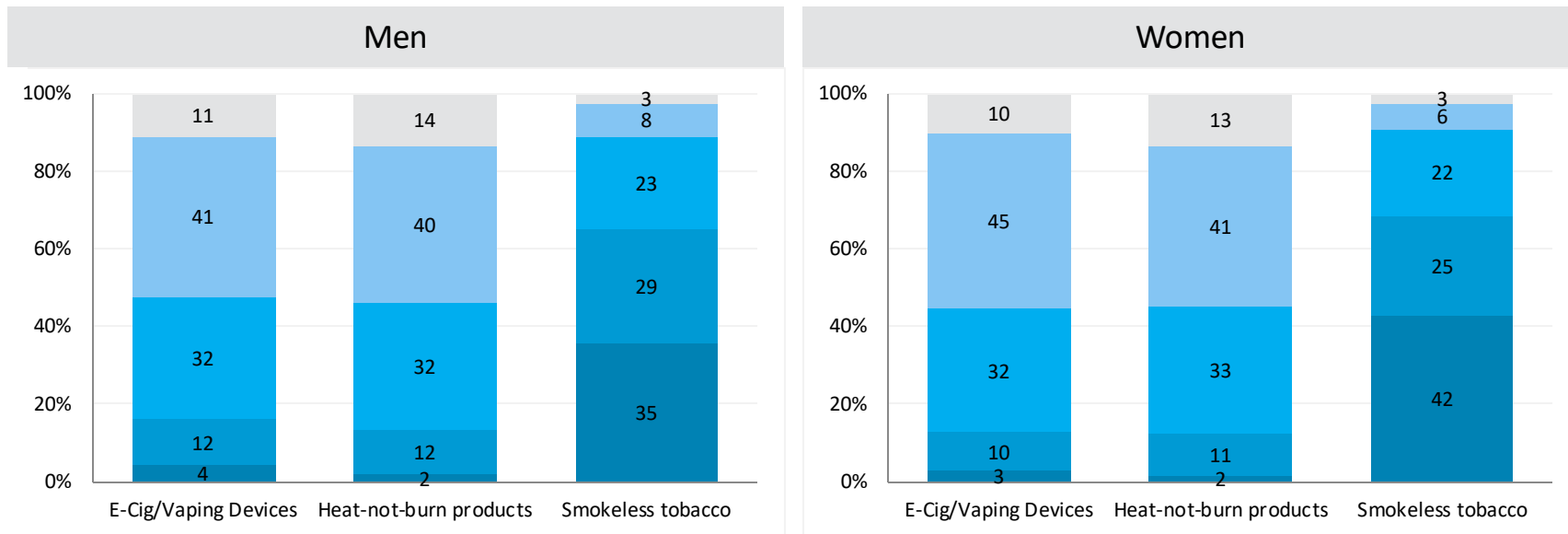


# Intention to purchase : E-Cig, Heat-not-burn, Smokeless tobacco

Among both men and women, among the current users/smokers/vapers who are not currently using Smokeless Tobacco; approximately 65% of them are willing to use Smokeless Tobacco in the next 12 months.

B18/ B19/B20. Do you think you will use .....at any time in the next 12 months?

■ Definitely yes  
 ■ Probably yes  
 ■ Probably not  
 ■ Definitely not  
 ■ I don't know



Figures are in %

Base : Random Sample, Tobacco users/ other product users who are non users of E-Cig Men: n=872 Women: n=609, non users of Heat-not-burn products Men: n=874 Women: n=608, non users of smokeless tobacco Men: n=904 Women n=633

## 4.3 Quitting and Quitters

# Profile Comparison

The demographic profile of quitters does not vary from the current users. However, relatively more respondents from the age group of 51-69 years fall under quitters.

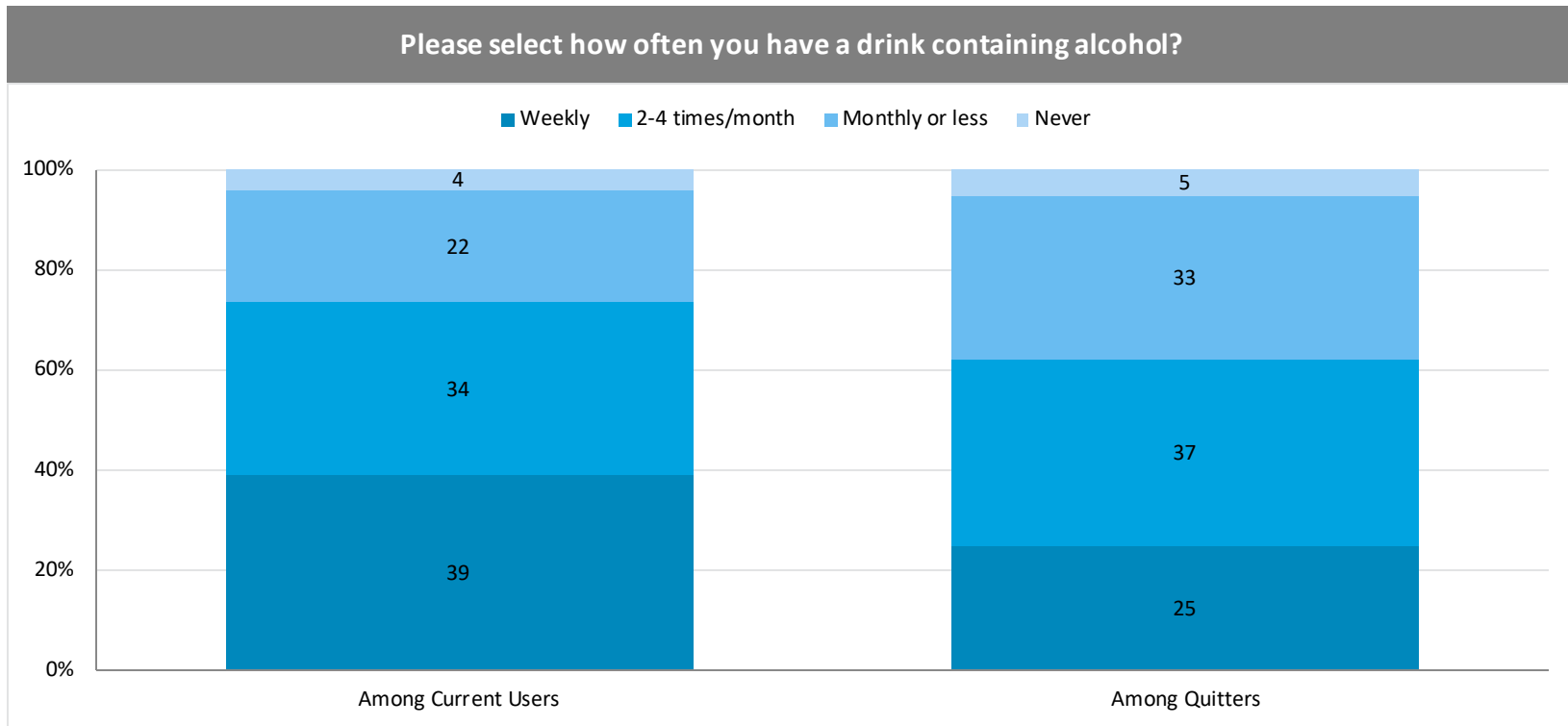
Profile of current users and quitters		
	Among Current Users/ Vapers/ Smokers	Among Quitters (who quit tobacco in last 5 years)
<b>Base</b>	<b>1544</b>	<b>271</b>
Men	59	60
Women	41	40
18-24 yrs	14	7
25-35yrs	20	16
36-50yrs	32	27
51- 69 yrs	34	50
Rural	18	21
Urban	82	79

Figures are in %

Base : Random Sample, Current Users of tobacco products : n=1544, Quitters n=271

# Comparison between Among Current Users/ Vapers/ Smokers & Quitters

Alcohol consumption frequency (weekly) is relatively higher among current users/vapers/smokers.



Note: Among Quitters: Data is for past consumption prior to quitting

Percentage in %

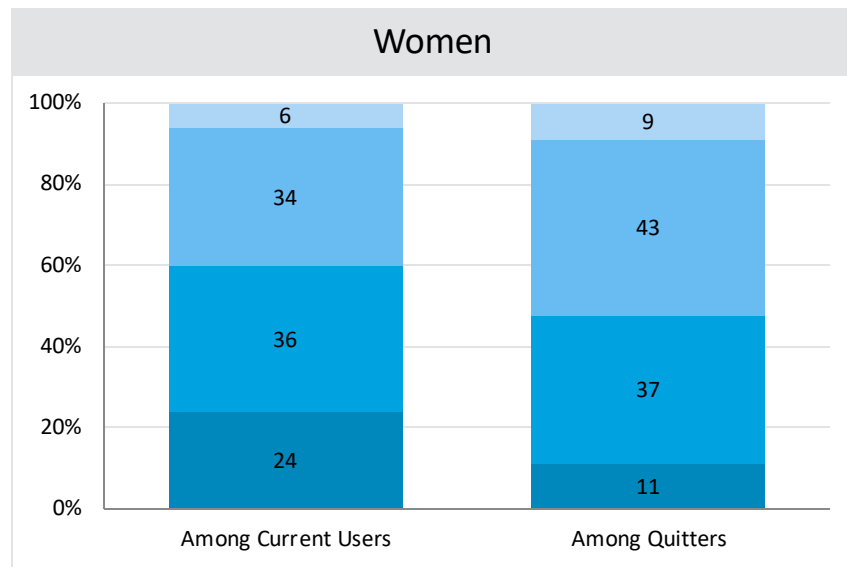
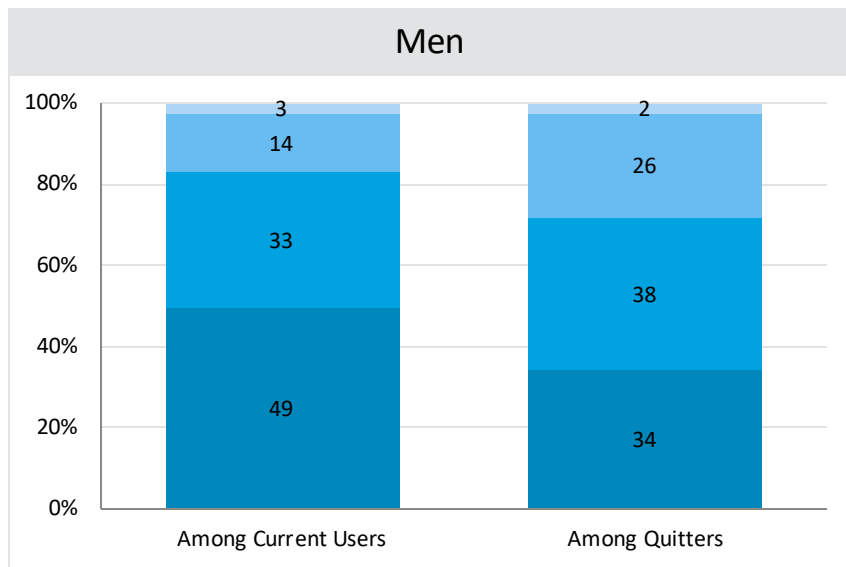
Random Sample, Current Users of tobacco products : n=1544, Quitters n=271

# Comparison between Among Current Users/ Vapers/ Smokers & Quitters

Among both men and women, alcohol consumption frequency (weekly) is relatively higher among current users/vapers/smokers. However, both among current users and quitters; alcohol consumption frequency is higher among men.

Please select how often you have a drink containing alcohol?

■ Weekly ■ 2-4 times/month ■ Monthly or less ■ Never



Note: Among Quitters: Data is for past consumption prior to quitting

Figures are in %

Base : Random Sample, Current Users of tobacco products Men : n=910 Women : n=634, Quitters Men : n = 162 Women : n = 109

# Usage Comparison

Among quitters, usage of Cigarettes was relatively more among quitters, whereas, among current users, usage of Rolled Cigarettes was relatively more compared to quitters.

Of the following products, which products are you currently consuming/were consuming?		
	Current Users/ Vapers/ Smokers	Quitters (who quit tobacco in last 5 years)
Base	1544	271
Cigarettes	68	86
Rolled Cigarettes	28	13
Electronic cigarettes/vaping devices with nicotine	4	3
Capsule/Flavored cigarettes	1	2
Tube Cigarettes	1	1
Electronic cigarettes/vaping devices without nicotine	1	1
Nicotine gum	0	0
Nicotine patch	0	0

Note: Among Quitters: Data is for past consumption prior to quitting

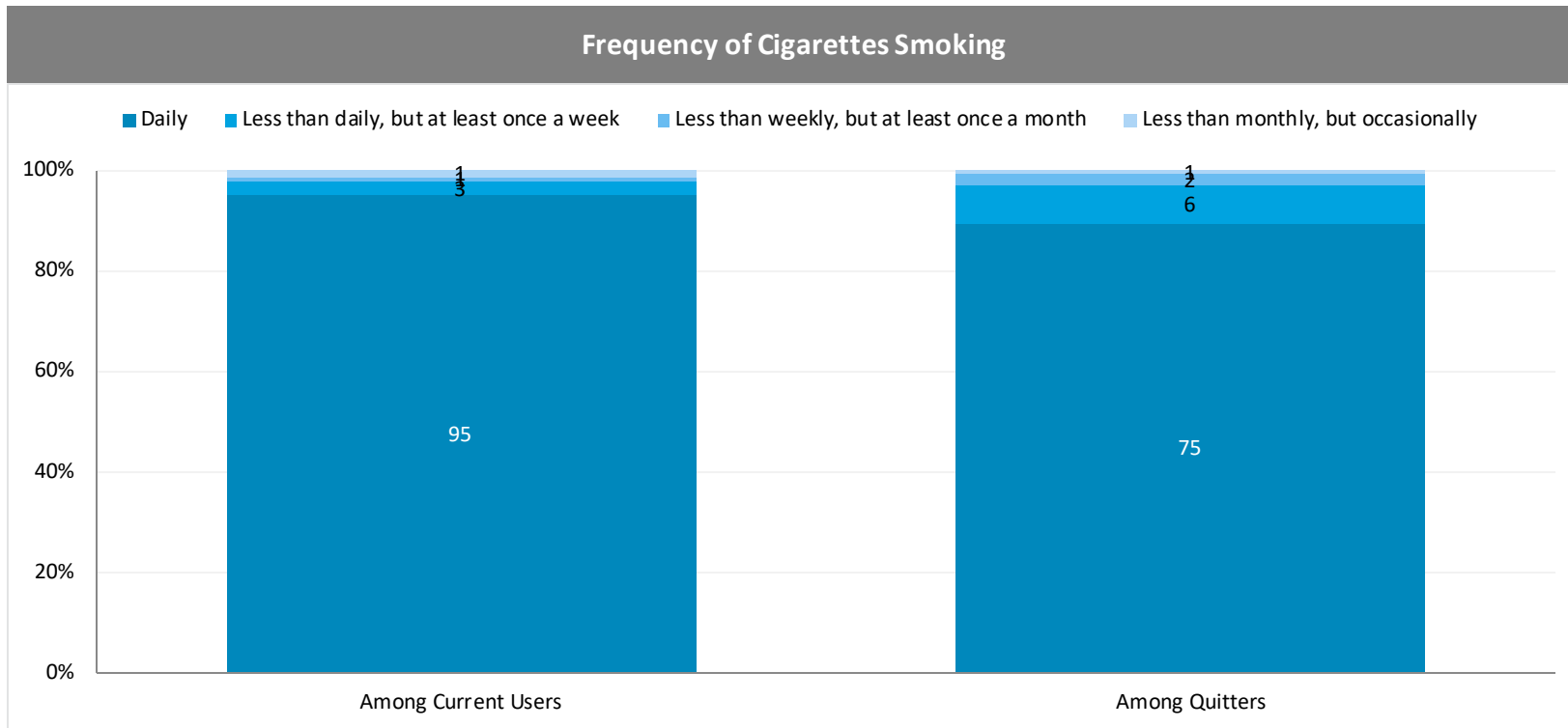
Figures are in %

Base : Random Sample, Current Users of tobacco products : 1544, Quitters n=271



# Frequency of Smoking Comparison

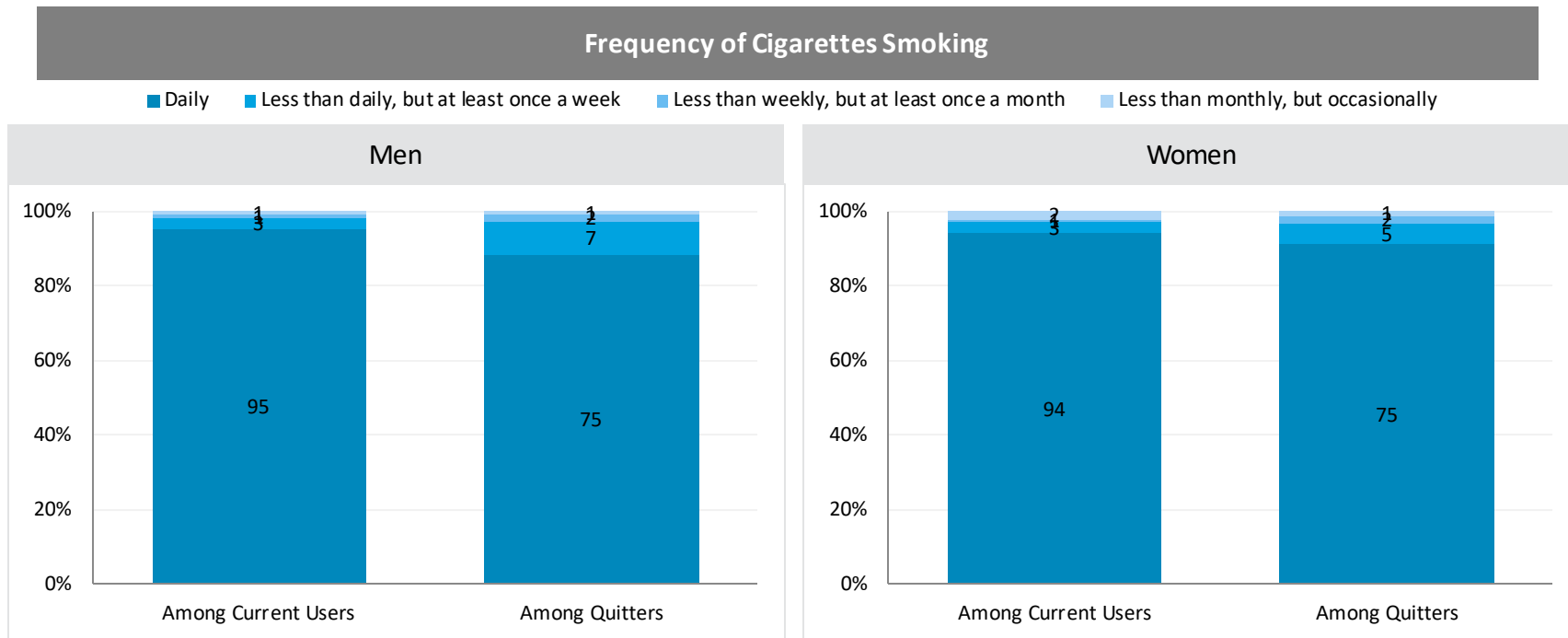
Among current users/ vapers/ smokers, daily usage of Cigarettes is higher compared to quitters.



Note: Among Quitters: Data is for past consumption prior to quitting  
in %  
andom Sample, Current Users of Cigarettes : n= 1051, Quitters n=271

# Frequency of Usage Comparison

Among both men and women, daily usage of Cigarettes is higher among current users compared to quitters.



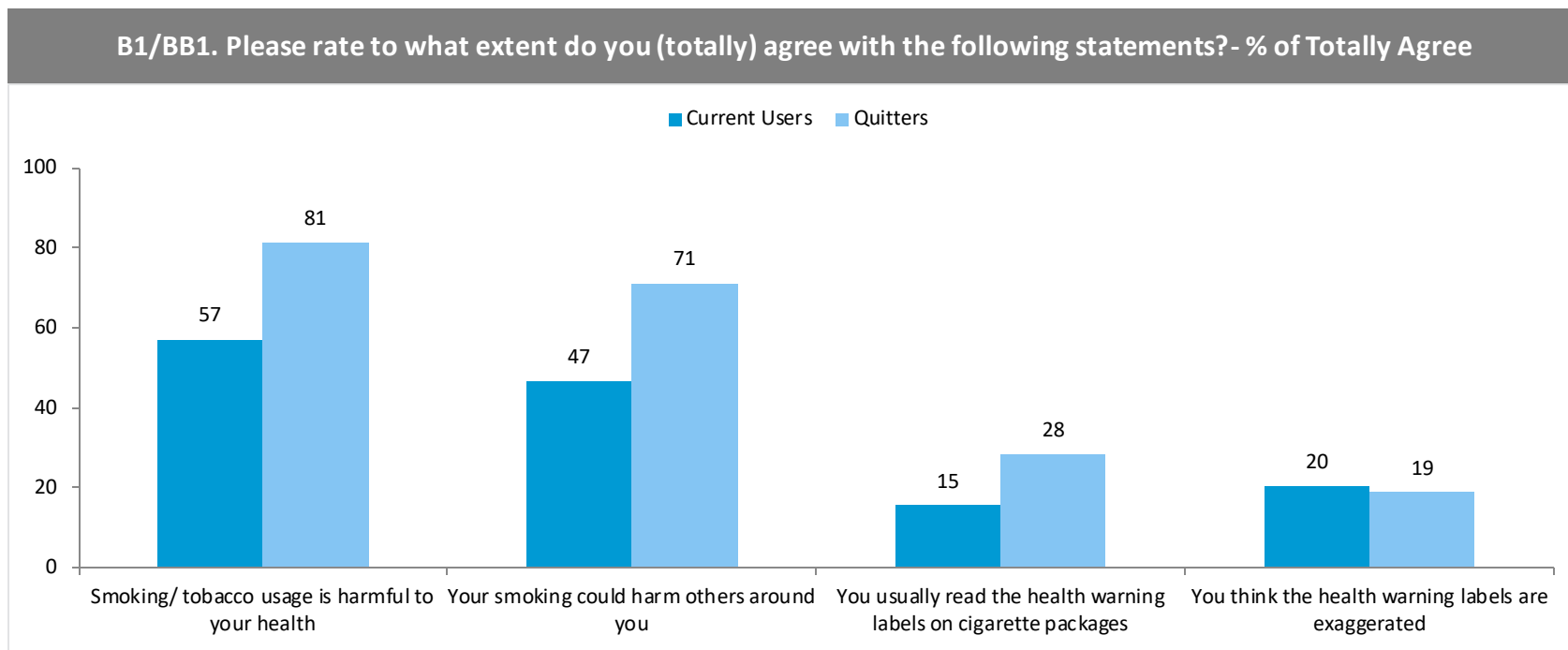
Note: Among Quitters: Data is for past consumption prior to quitting

Figures are in %

Base : Random Sample, Current Users of Cigarettes Men : n = 614 Women : n = 437, Quitters Men : n = 162 Women : n = 109

# Risk perception comparison – Current Users/Vapers/Smokers vs. Quitters

Smoking Tobacco is considered more harmful for smokers as well as others around them among quitters compared to current users. More quitters (28%) read health warning labels on Cigarette packages compared to current users.



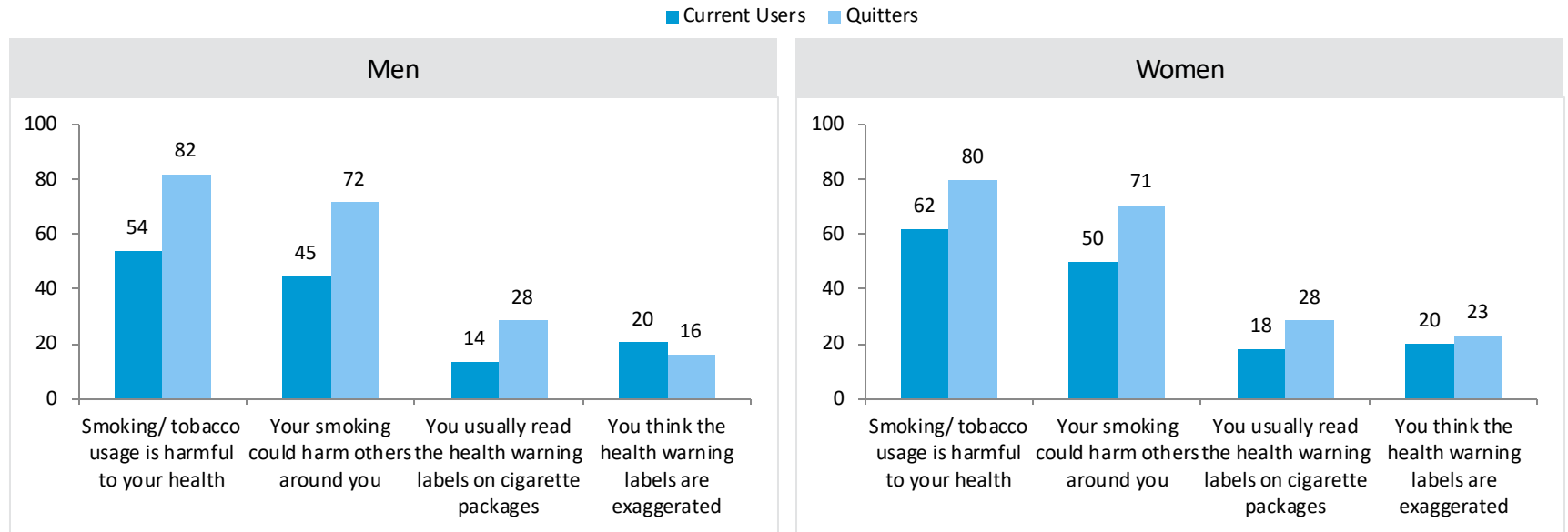
Figures are in %

Base : Random Sample, Current Users of tobacco products/ other products : n=1544 Quitters : n=271

# Risk perception comparison – Current Users/Vapers/Smokers vs. Quitters

Among both men and women, Smoking Tobacco is considered more harmful for smokers as well as others around them among quitters compared to current users.

B1/BB1. Please rate to what extent do you (totally) agree with the following statements?- % of Totally Agree

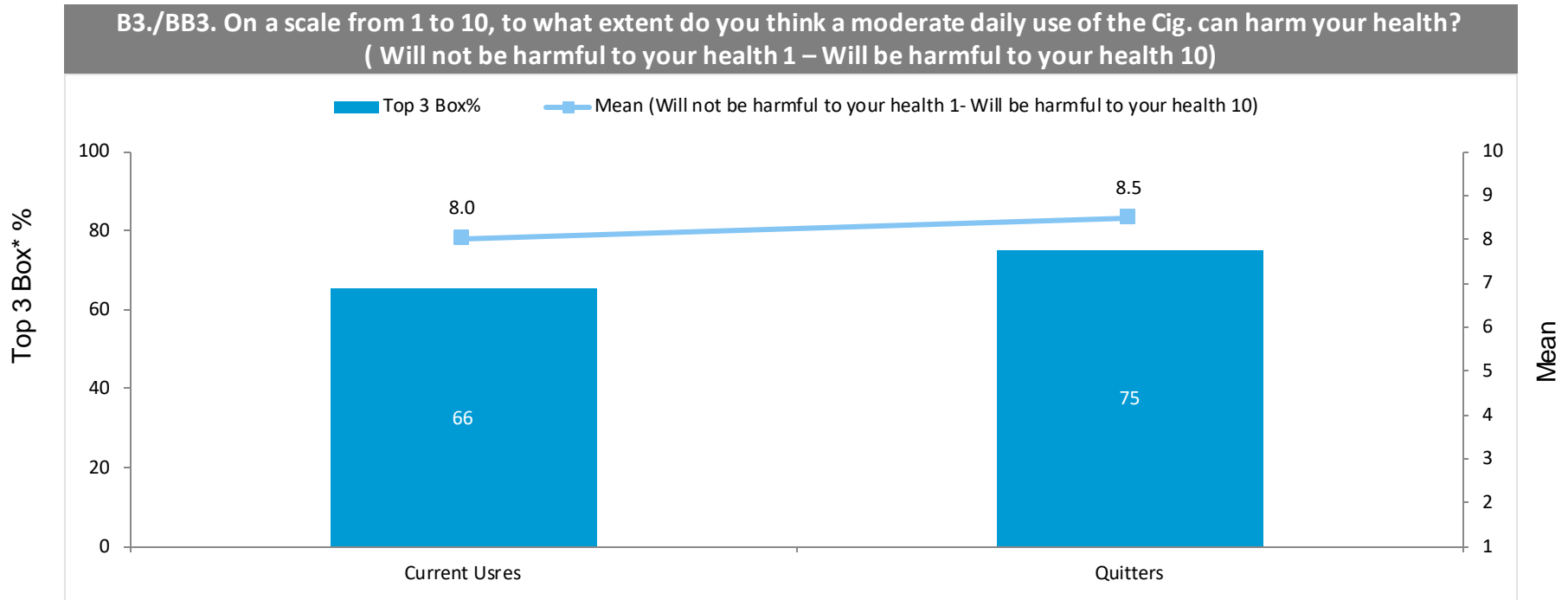


Figures are in %

Base : Random Sample, Current Users of tobacco products/ other products Men : n=910 Women : n=634, Quitters Men : n=162 Women : n=109

# Risk perception comparison – Current Users/Vapers/Smokers vs. Quitters

Quitters consider smoking tobacco to be relatively more harmful (75%) to their health than current users (66%).



\*Top 3 Box %: Those who coded 8, 9 or 10 on a 10 points scale ( Will not be harmful to your health 1 - Will be harmful to your health 10)

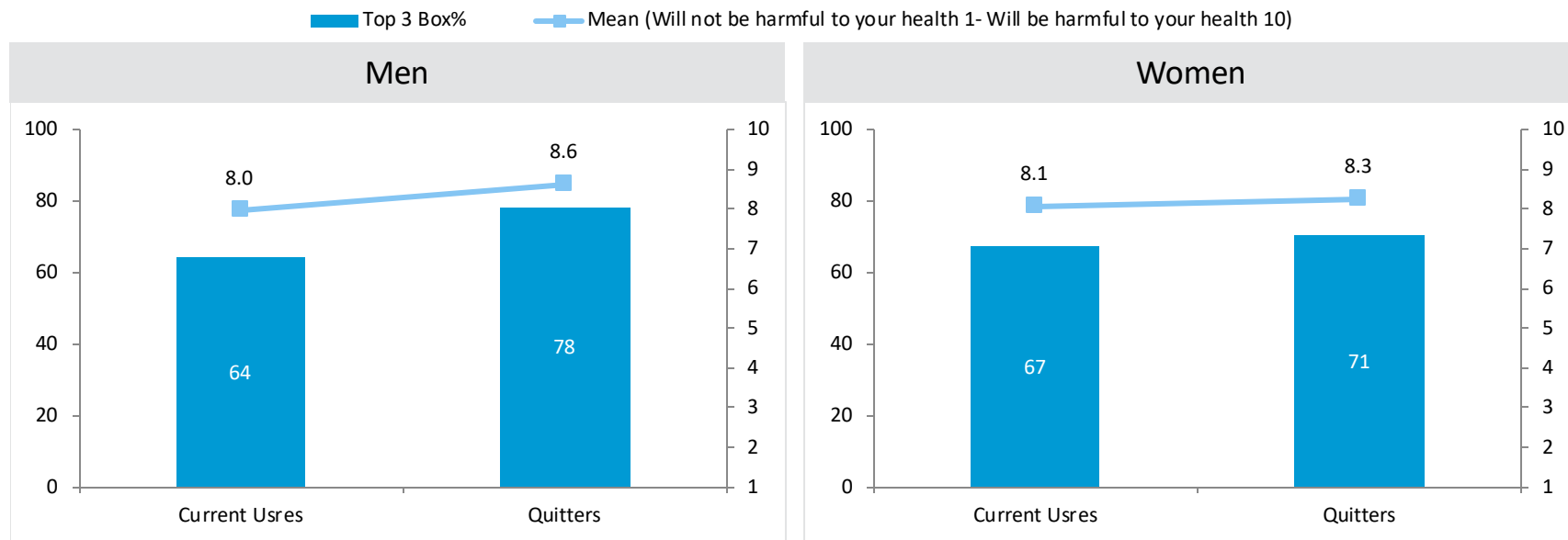
Figures are in %

Base : Random Sample, Current Users of tobacco products/ other products : n=1544 Quitters : n=271

# Risk perception comparison – Current Users/Vapers/Smokers vs. Quitters

Among both men and women, quitters consider smoking tobacco to be relatively more harmful to their health than current users.

**B3./BB3. On a scale from 1 to 10, to what extent do you think a moderate daily use of the Cig. can harm your health?  
( Will not be harmful to your health 1 – Will be harmful to your health 10)**



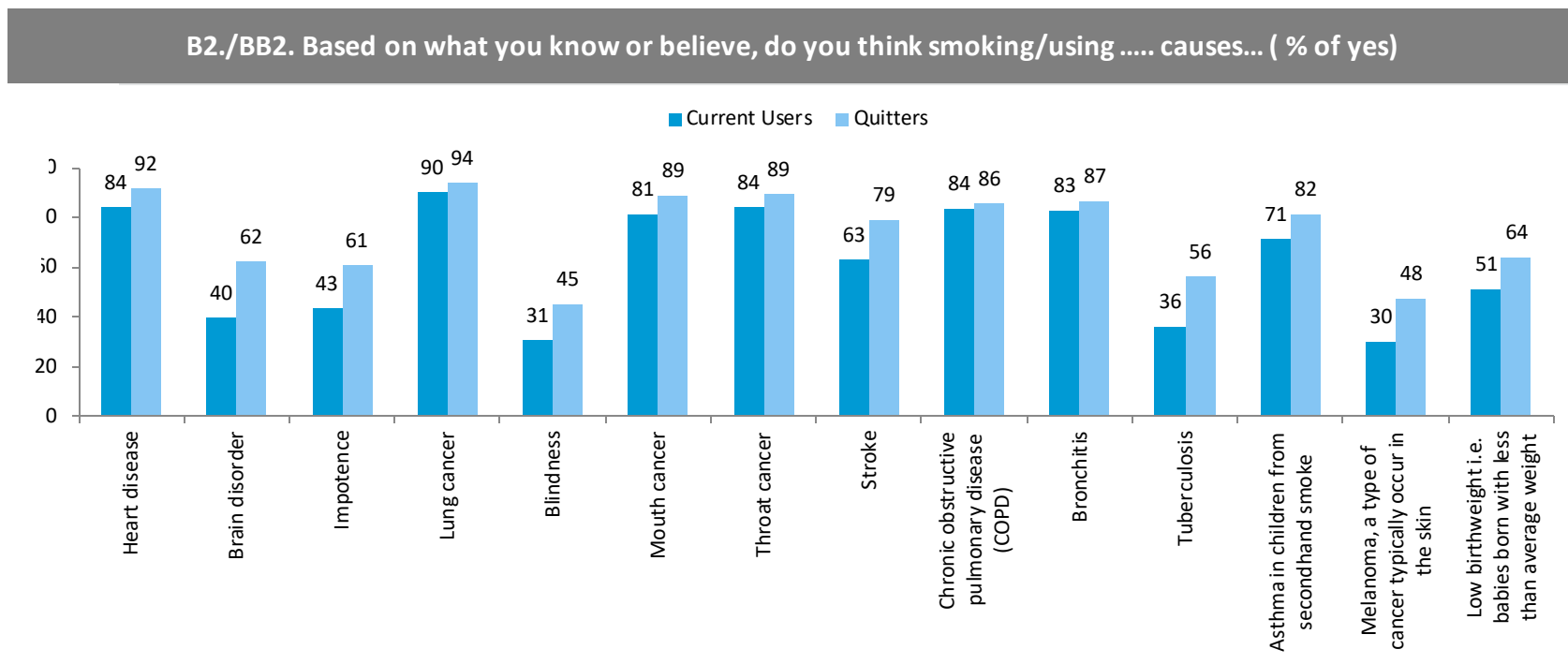
Top 3 Box: Those who coded 8, 9 or 10 (will be harmful to your health)

Figures are in %

Base : Random Sample, Current Users of tobacco products/ other products Men : n=910 Women : n=634, Quitters Men : n = 162 Women : n=109

# Risk perception comparison – Current Users/Vapers/Smokers vs. Quitters

Relatively more quitters believe smoking tobacco causes brain disorder, impotence, stroke, tuberculosis & melanoma.

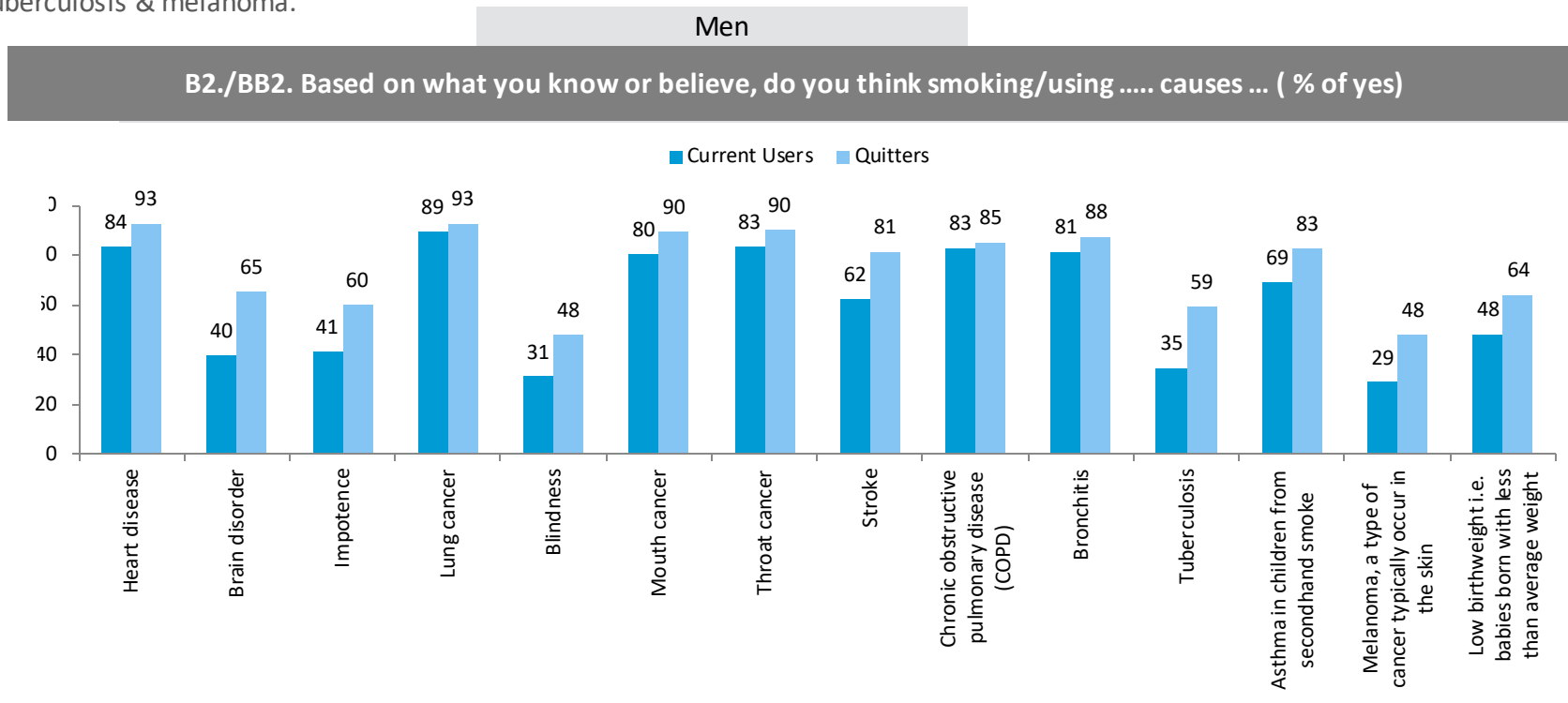


Figures are in %

Base : Random Sample, Current Users of tobacco products/ other products : n=1544 Quitters : n=271

# Risk perception comparison – Current Users/Vapers/Smokers vs. Quitters

Among both men and women, relatively more quitters believe smoking tobacco causes brain disorder, impotence, stroke, tuberculosis & melanoma.



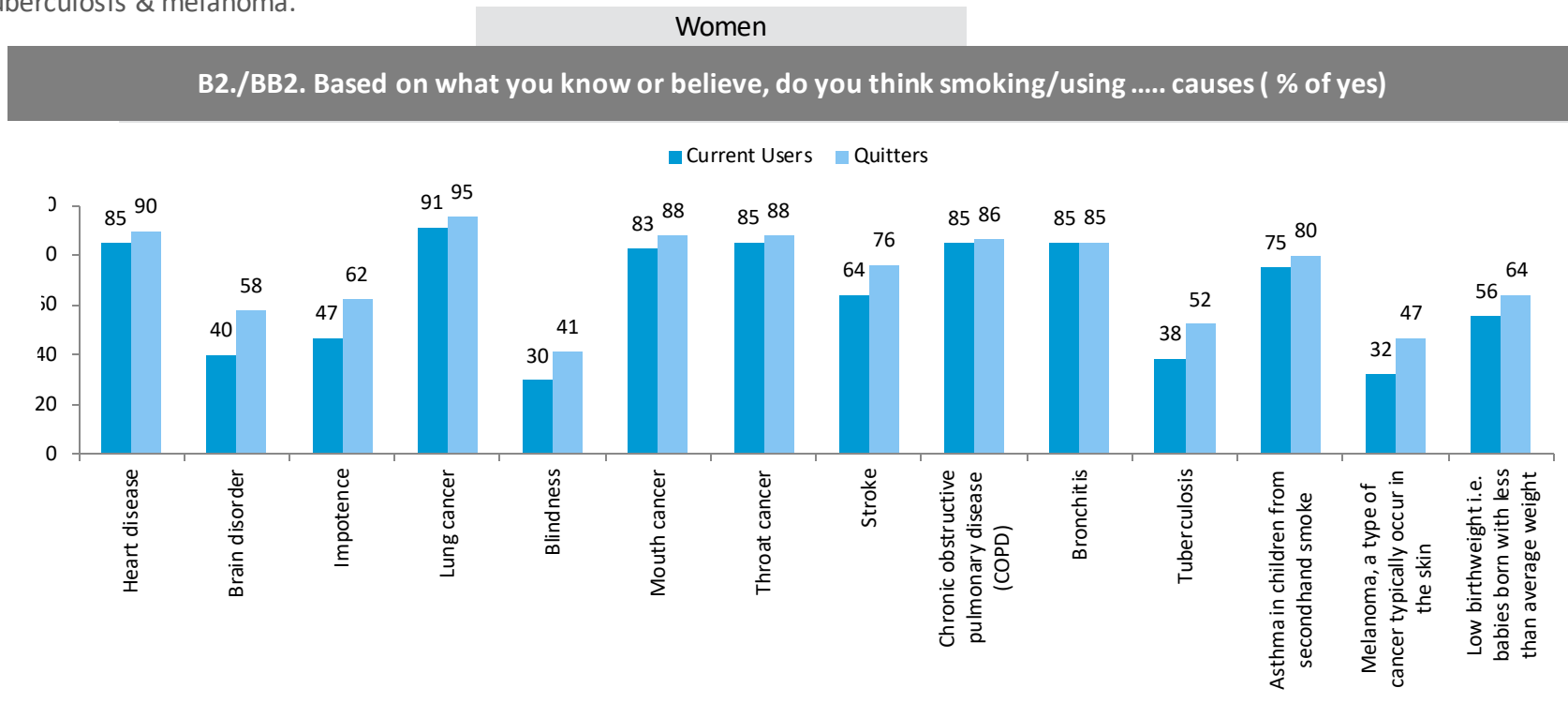
Figures are in %

Base : Random Sample, Current Users of tobacco products/ other products Men : n=910, Quitters Men : n =162



# Risk perception comparison – Current Users/Vapers/Smokers vs. Quitters

Among both men and women, relatively more quitters believe smoking tobacco causes brain disorder, impotence, stroke, tuberculosis & melanoma.



Figures are in %

Base : Random Sample, Current Users of tobacco products/other products Women : n=634, Quitters Women : n=109

# Quit – Past attempt and current plan among Current users/Vapers/Smokers

38% claimed that they have attempted to quit tobacco/other products. Only 23% of the users/vapers/smokers claimed that they are planning to quit.

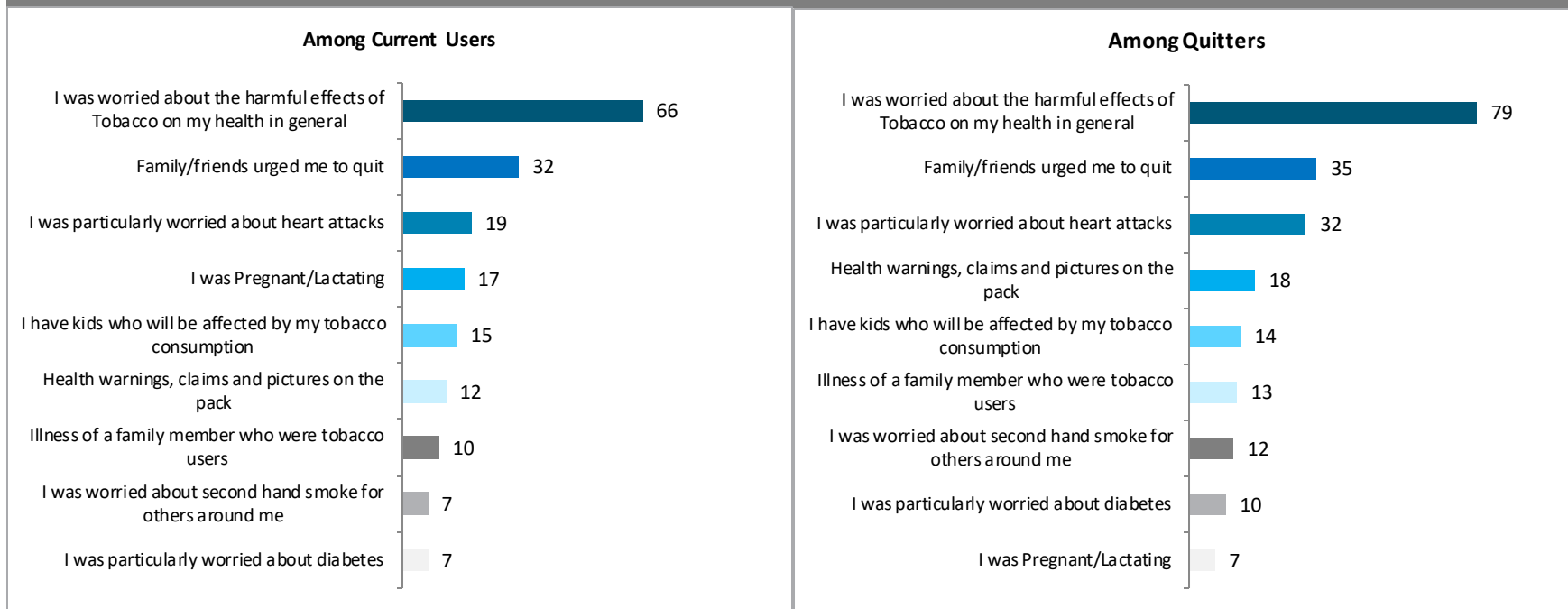
B14. Have the current users attempted to quit or not? B16. Are they planning to quit or not?

	All Current Users	Men	Women	18-24yrs	25-35yrs	36-50 yrs	51-69 yrs	Rural	Urban
n	1544	910	634	213	308	490	531	285	1259
B14. In the past, have you ever made a serious attempt to quit smoking/ quit using tobacco products? That is, have you stopped smoking for at least one day or longer because you were trying to quit?									
Yes	<b>38</b>	34	42	18	28	43	46	37	38
No	<b>63</b>	66	58	82	72	57	54	63	62
B16. Are you planning to quit smoking/ using tobacco products?									
Yes	<b>23</b>	23	24	20	21	27	23	24	23
No	<b>60</b>	62	58	62	63	58	60	65	59
I don't know	<b>16</b>	15	17	19	15	14	17	11	17
I prefer not to answer	<b>0</b>	0	0	0	1	1	0	0	1

# Reasons For Quitting

Worry about the harmful effects of tobacco on health is the main reason for quitting/ attempt to quit.

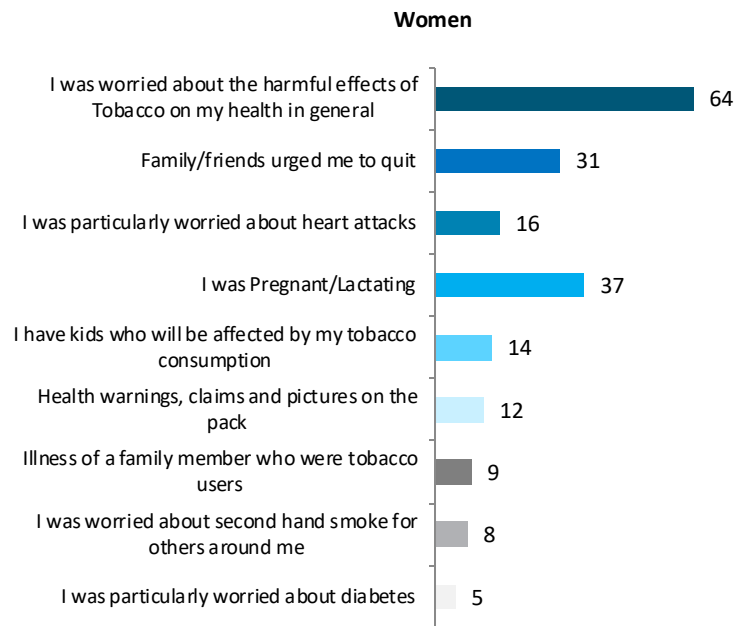
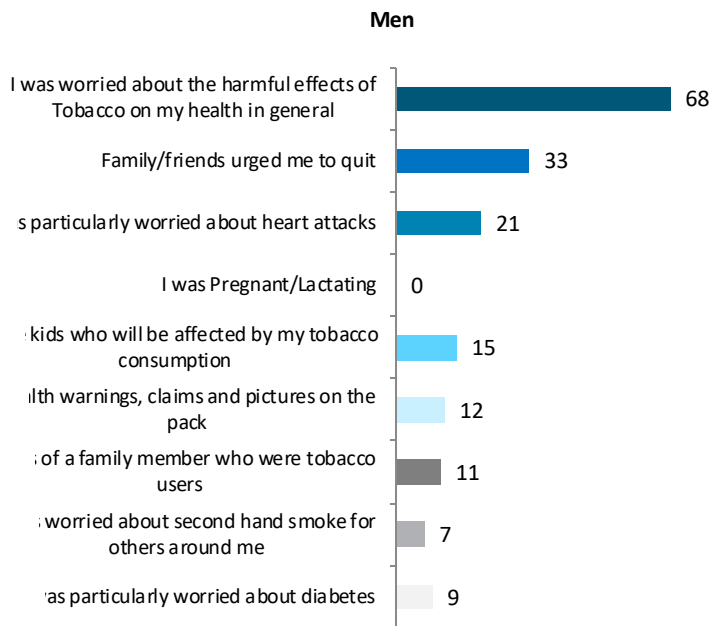
## B14.5/ BB 14.5 What were the reasons behind your decision to attempt to quit smoking quitting Tobacco consumption?



# Reasons For Quitting - Among Current Users/Smokers/Vapers

Among both men and women, worry about the harmful effects of tobacco on health is the main reasons for attempting to quit. Among women, pregnant/lactating is also a major reason for attempting to quit.

## B14.5. What were the reasons behind your decision to attempt to quit smoking/ quitting Tobacco consumption?



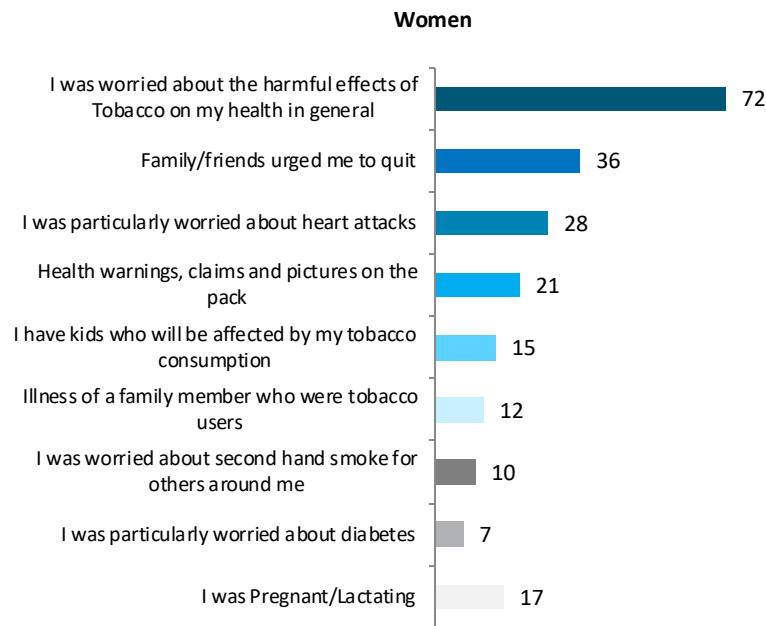
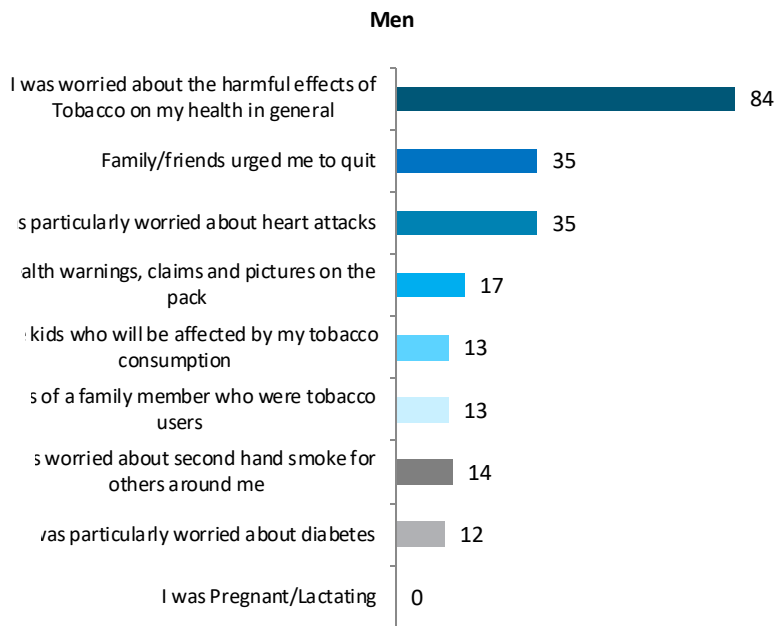
Figures are in %

Base : Random Sample, Current Users who attempted to quit Men : n =312 Women : n=267

# Reasons For Quitting - Among Quitters

Among both men and women, worry about the harmful effects of tobacco on health is the main reason for quitting tobacco/nicotine.

## BB 14.5 What were the reasons behind your decision to quit tobacco/nicotine consumption?



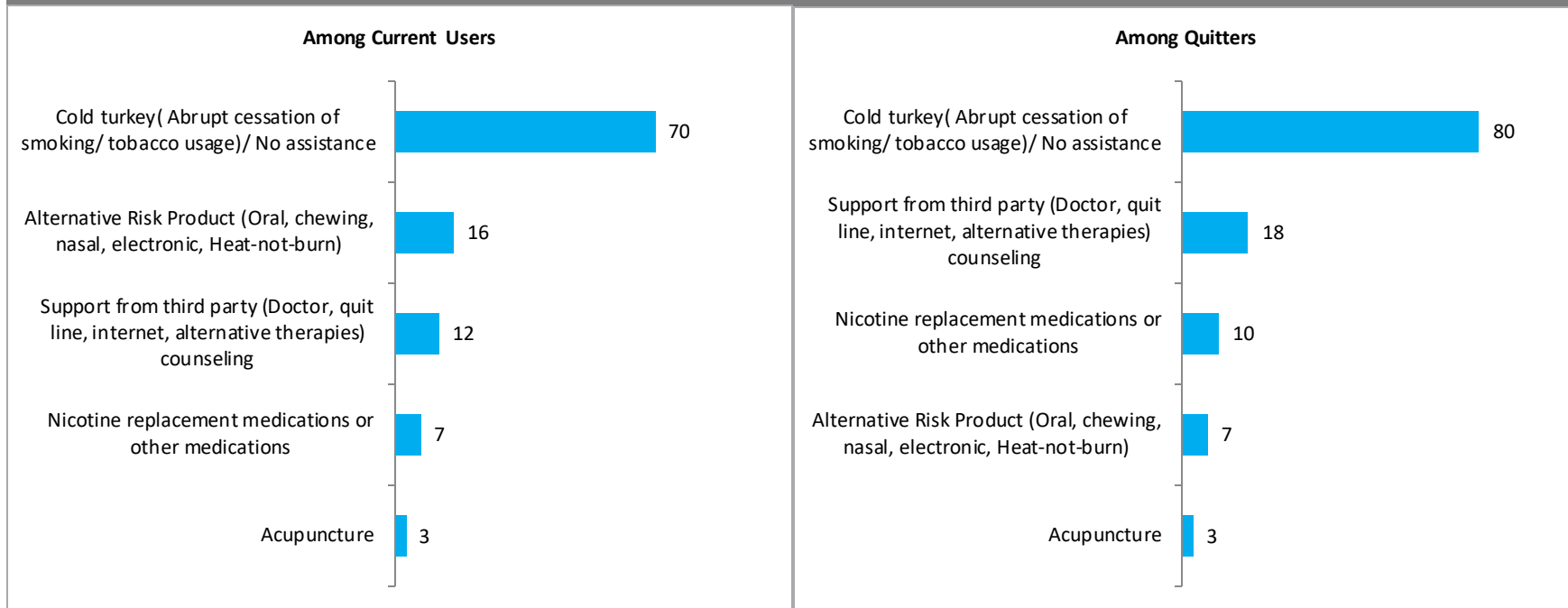
Figures are in %

Base : Random Sample, Current Users who attempted to Quitters Men : n=162 Women : n=109

# Ways Adapted For Quitting

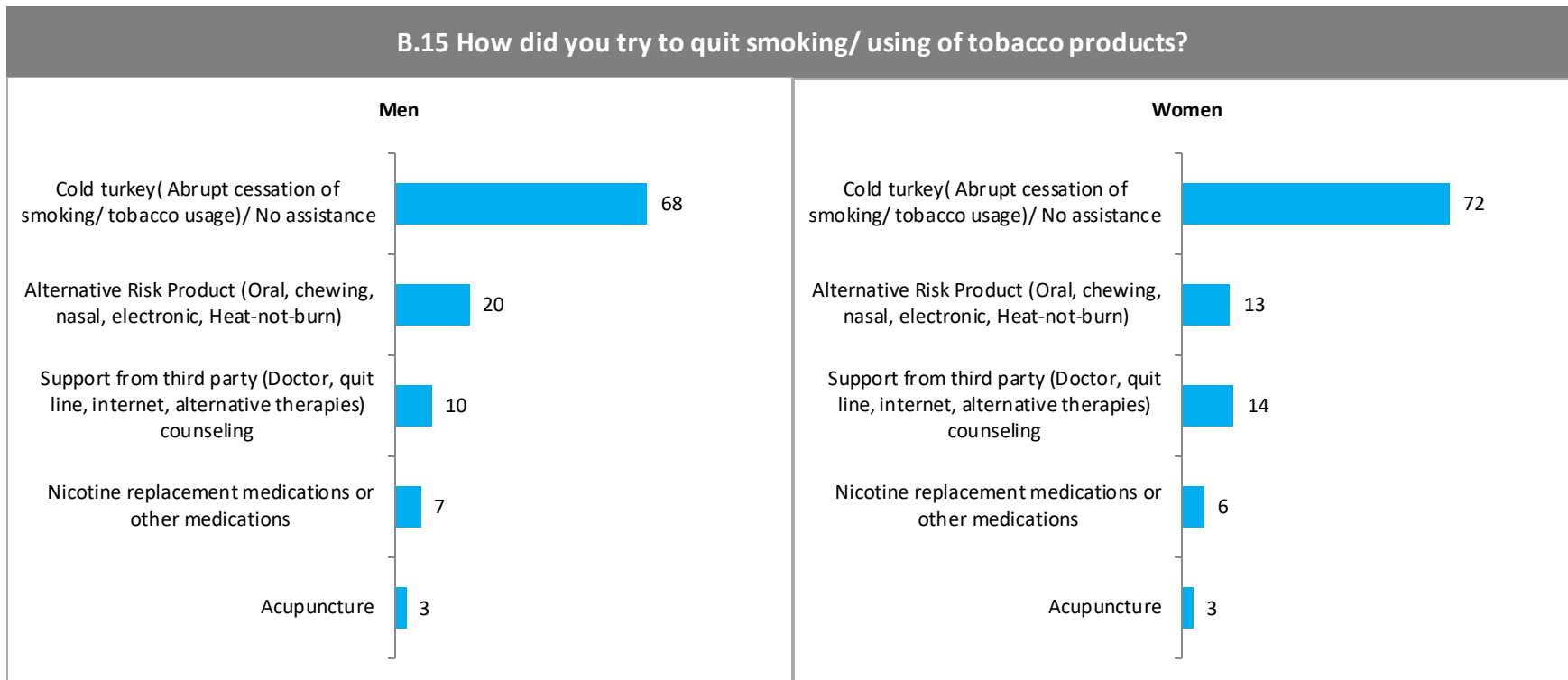
Cold Turkey is the major means of quitting.

B.15/ BB.15 How did you try to quit smoking/ using of tobacco products?



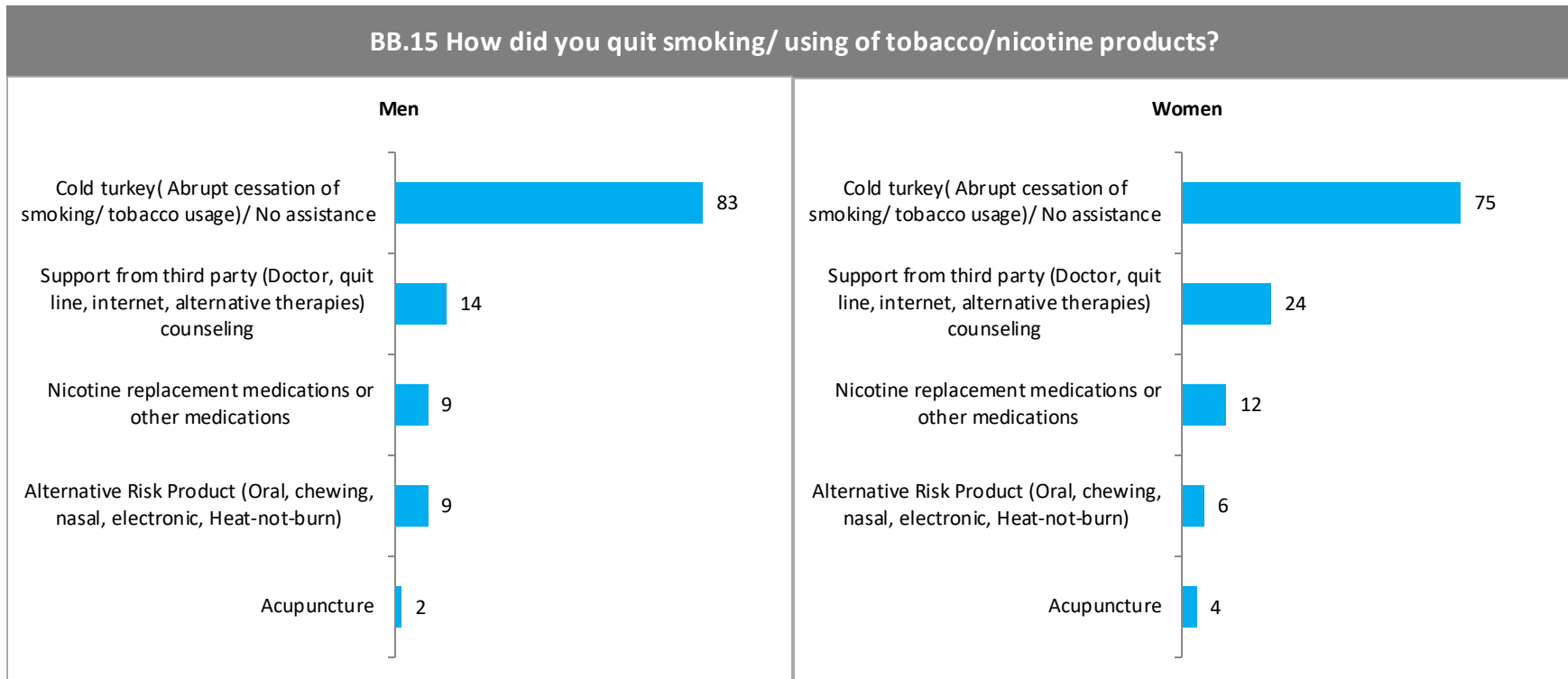
# Ways Adapted For Quitting - Among Current Users/Smokers/Vapers

Among both men and women, Cold Turkey is the major means of attempting to quit.



# Ways Adapted For Quitting - Among Quitters

Among both men and women, Cold Turkey is the major means of quitting.



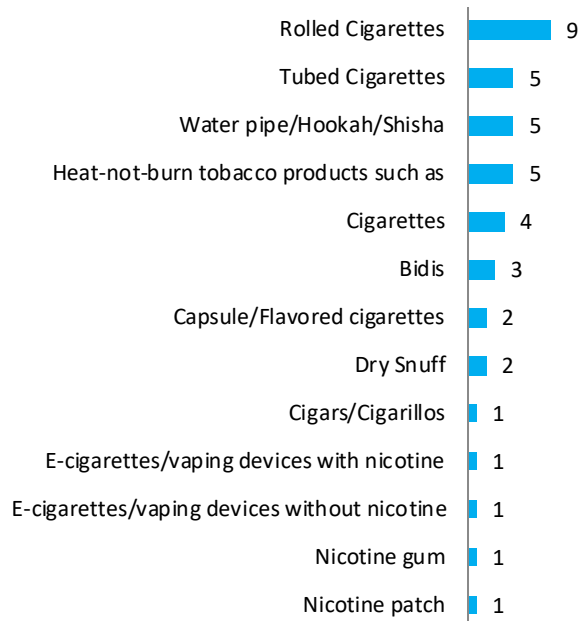


# Quitting Attempts by products : Among Quitters

Across products, multiple numbers of quitting attempts were noticed.

BB14. How many times did you try to quit consuming each of the following products before you succeeded?

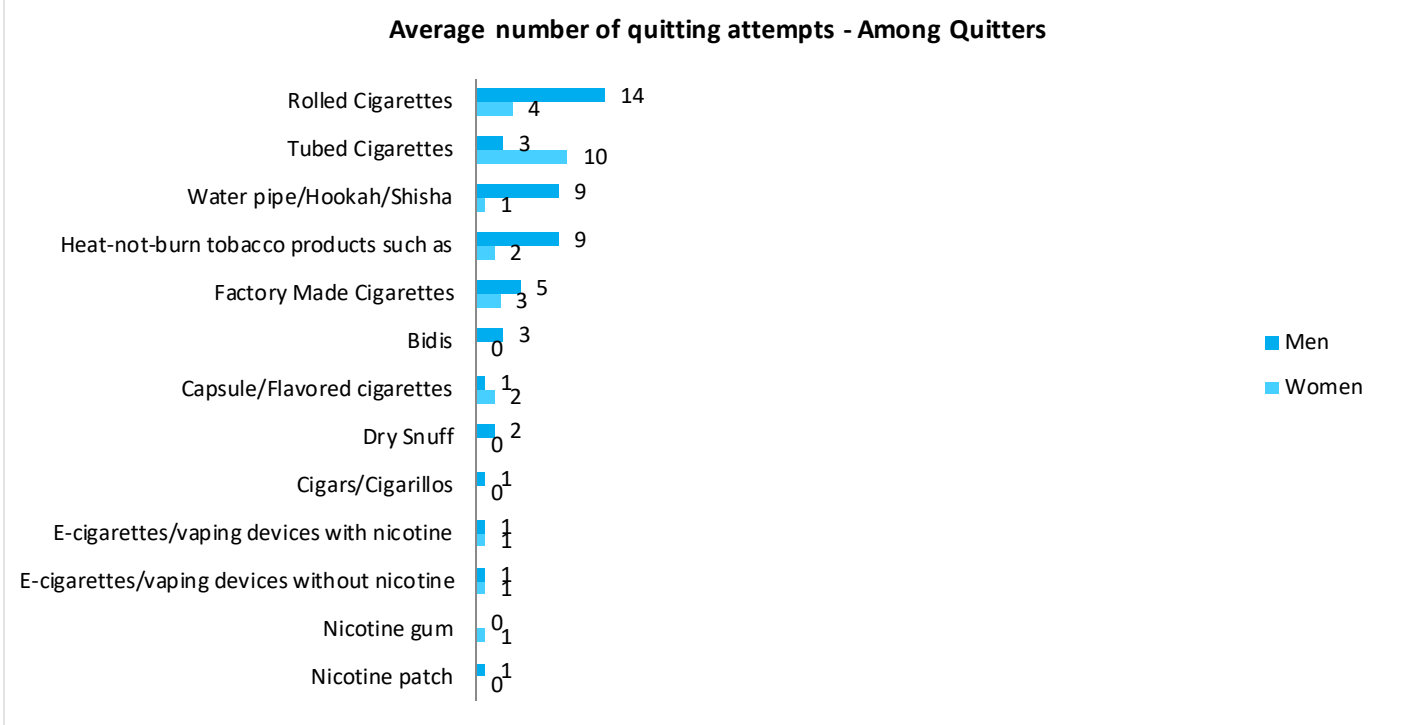
**Average number of quitting attempts - Among Quitters**



# Quitting Attempts by products : Among Quitters

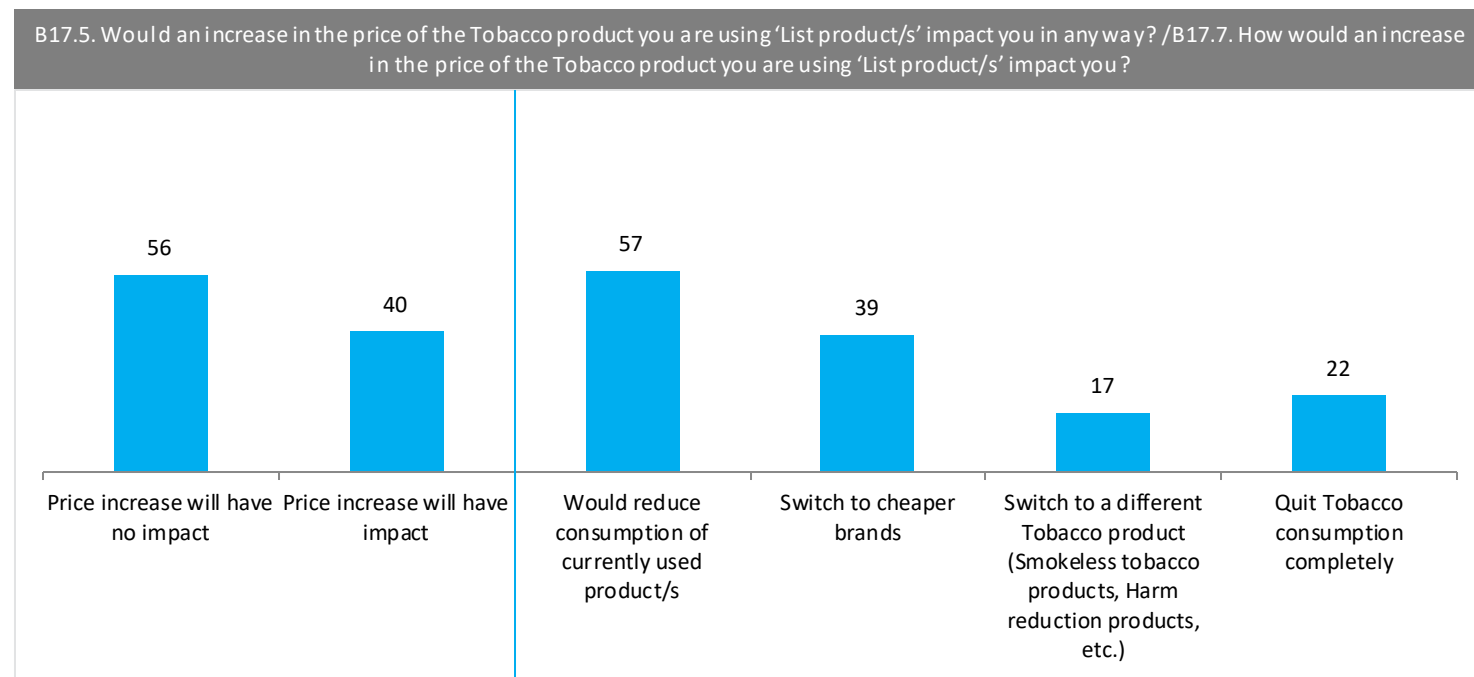
Average attempts at quitting from Rolled Cigarettes are more among men.

BB14. How many times did you try to quit consuming each of the following products before you succeeded?



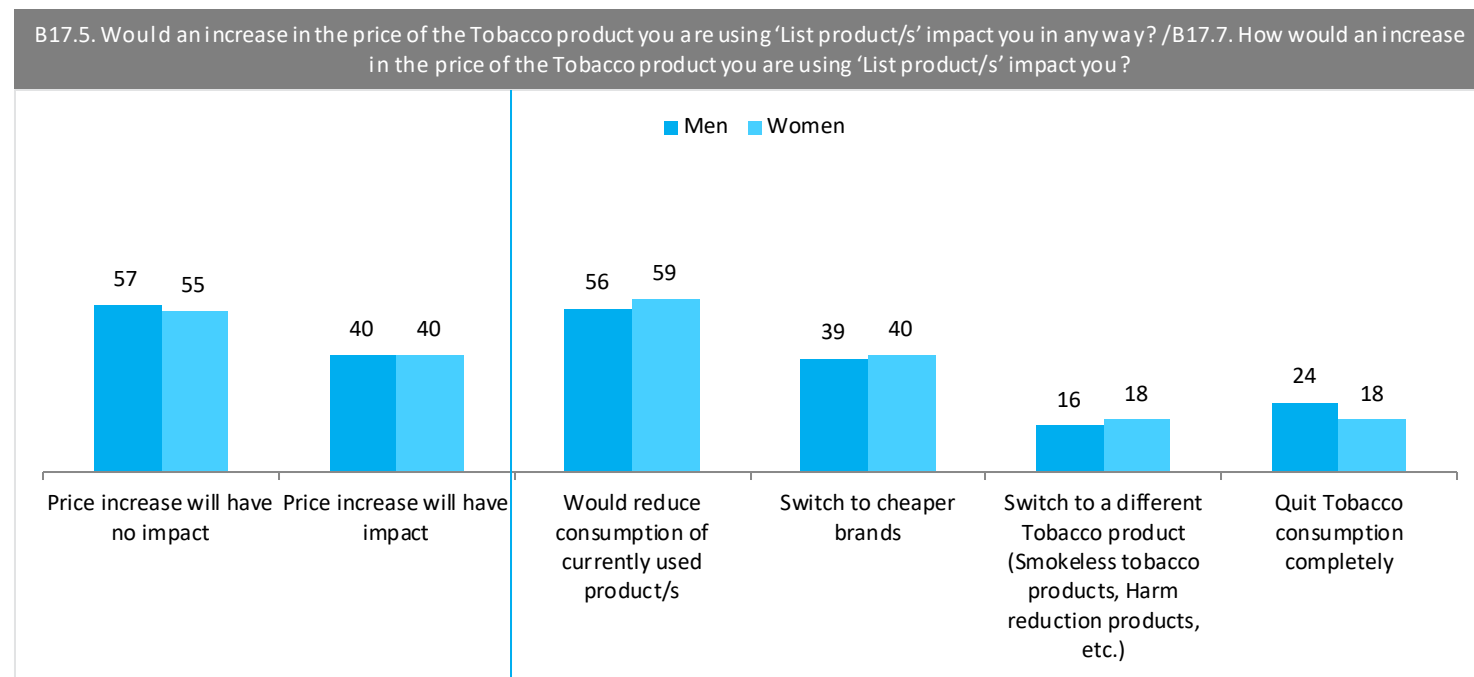
# Impact of price increase of the tobacco products/other products

56% of the consumer claimed that there will be an impact of the price increase; to cope with the price increase, 57% were planning to reduce consumption, whereas 39% will switch to cheaper brands.



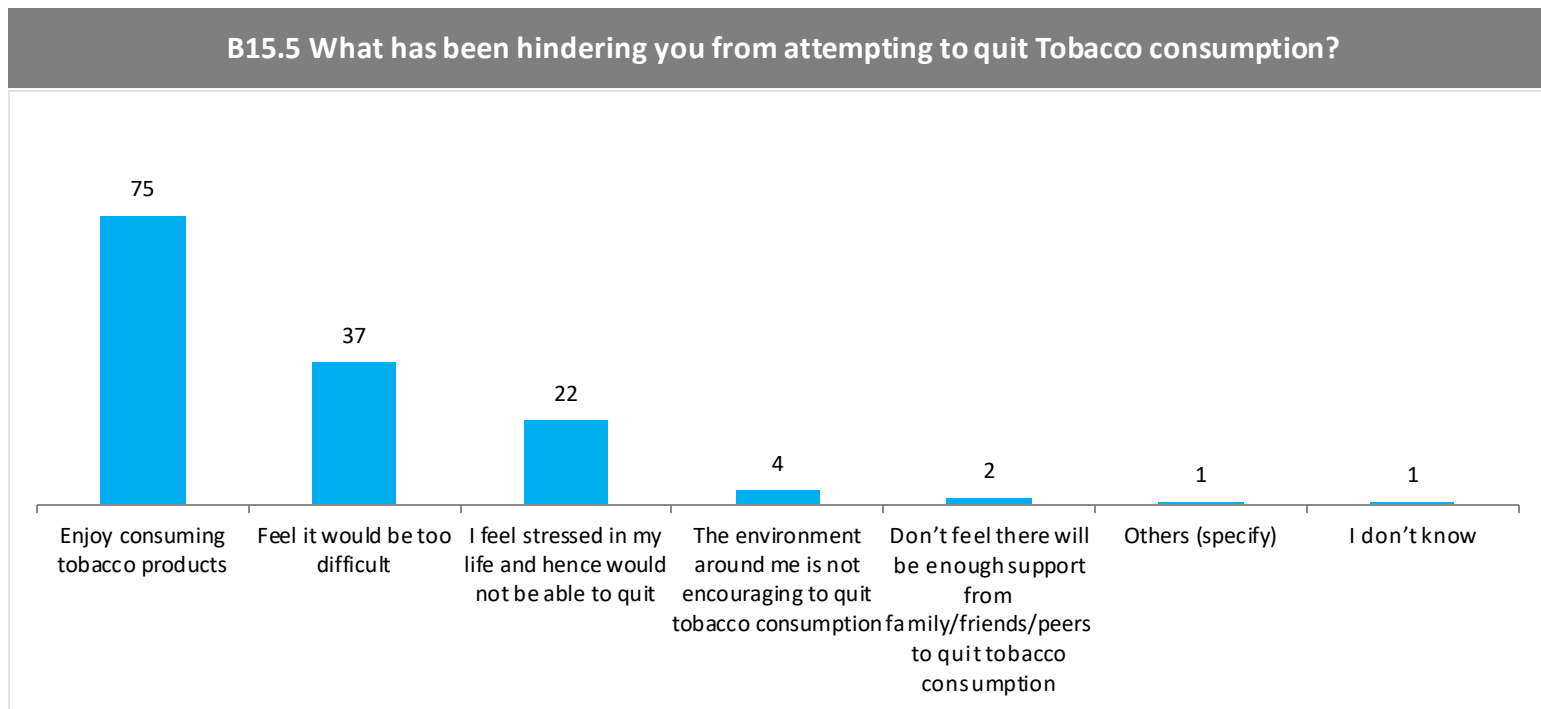
# Impact of price increase of the tobacco products/other products

Among both men and women, approximately 56% of the consumer claimed that there will be an impact of the price increase; to cope with the price increase, approximately 57% were planning to reduce consumption.



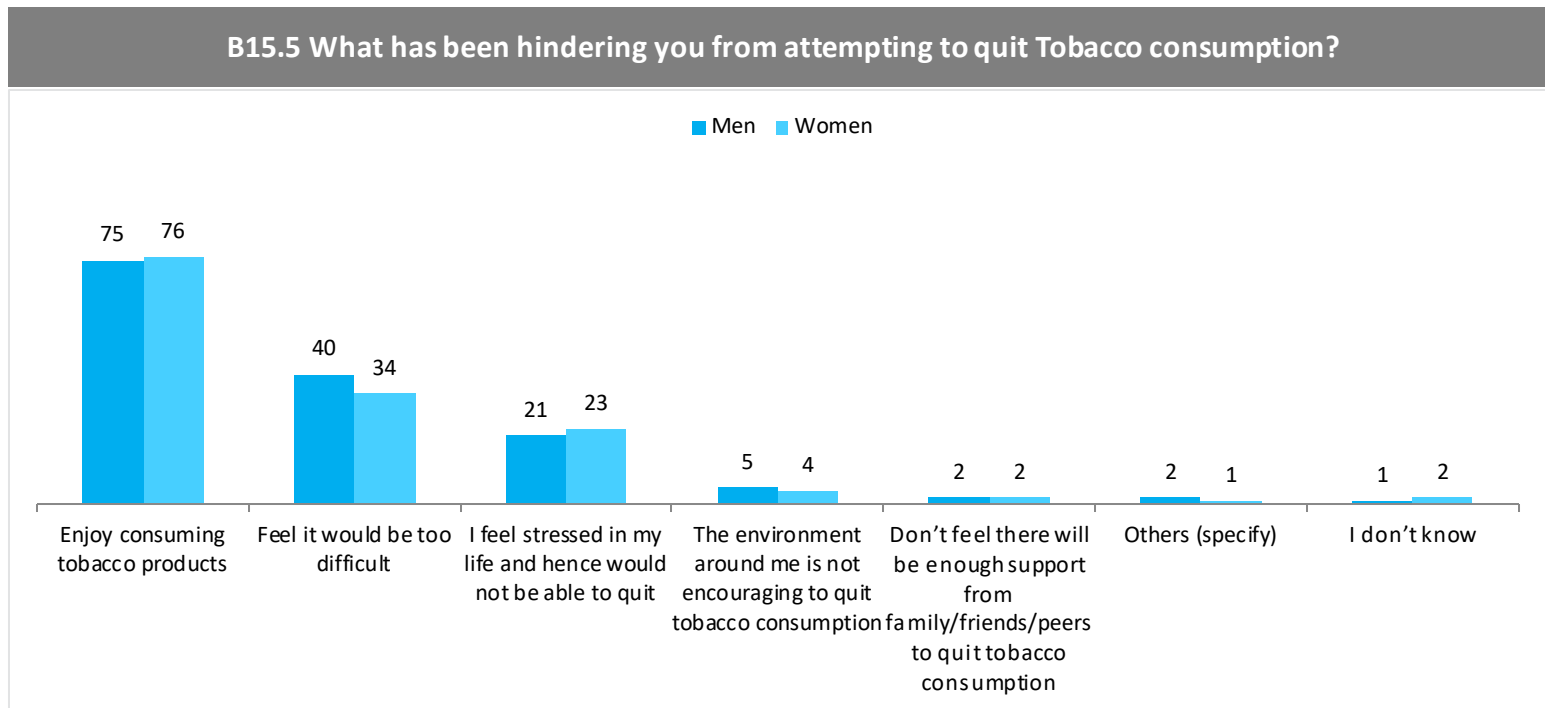
# Hindrances in Quitting Tobacco Consumption

Apart from enjoying consuming tobacco products (75%), difficulty to quit (37%) surfaced as one of the main hindrances to quit.



# Hindrances in Quitting Tobacco Consumption

Among both men and women, enjoying consuming tobacco products & difficulty to quit surfaced as one of the main hindrances to quit.



1%

Sample, Current Users of tobacco products who are not planning to quit Men: n=598 Women: n=367

## 5. Appendix

# Profile Comparison

Profile of Current users and Quitters				
	Current Users/ Vapers/ Smokers		Quitters (who quit tobacco in last 5 years)	
	Men	Women	Men	Women
<b>Education</b>	<b>910</b>	<b>634</b>	<b>162</b>	<b>109</b>
Less than high school	4	3	5	2
Completed some high school	7	7	10	8
High school graduate	53	50	42	42
Job-specific training program(s) after high school	6	3	6	6
Some college, but no degree	3	5	3	8
Associate degree	20	24	22	24
Bachelor's degree (such as B.A., B.S.)	1	2	4	1
Some graduate school, but no degree	1	3	1	6
Graduate degree (such as MBA, MS, M.D., Ph.D.)	5	3	7	4

Figures are in %

Base : Random Sample, Current Users of tobacco products Men : n=910 Women : n=634, Quitters Men : n =162 Women : n=109



# Profile Comparison

Profile of Current Users and Quitters				
	Current Users/ Vapers/ Smokers		Quitters (who quit tobacco in last 5 years)	
	Men	Women	Men	Women
<b>Civil Status</b>	<b>910</b>	<b>634</b>	<b>162</b>	<b>109</b>
Single	31	21	17	17
Unmarried, In a steady relationship and not living together	5	5	3	6
Unmarried, In a steady relationship and living together	3	5	3	7
Engaged	1	1	2	1
Married	52	54	67	52
Separated	1	1	1	0
Divorced	5	8	2	9
Widowed	1	4	2	6
<b>Having Kids</b>				
Have children at home below 14 living in the household	25	30	20	28
Don't have any children at home / No children below 14 living in the household	75	70	79	72

Figures are in %

Base : Random Sample, Current Users of tobacco products Men : n=910 Women : n=634, Quitters Men : n = 162 Women : n=109

# Profile Comparison

Profile of Current Users and Quitters				
	Current Users/ Vapers/ Smokers		Quitters (who quit tobacco in last 5 years)	
	Men	Women	Men	Women
Occupation	910	634	162	109
Working now	75	68	66	60
Only temporarily laid off, sick leave, or maternity leave	1	2	0	0
Looking for work, unemployed	4	5	2	1
Retired	13	8	28	16
Disabled, permanently, or temporarily	0	0	0	0
Keeping house	0	12	0	17
Student	5	4	3	6
Others	1	1	0	0

Figures are in %

Base : Random Sample, Current Users of tobacco products Men : n=910 Women : n=634, Quitters Men : n=162 Women : n=109

# Profile Comparison

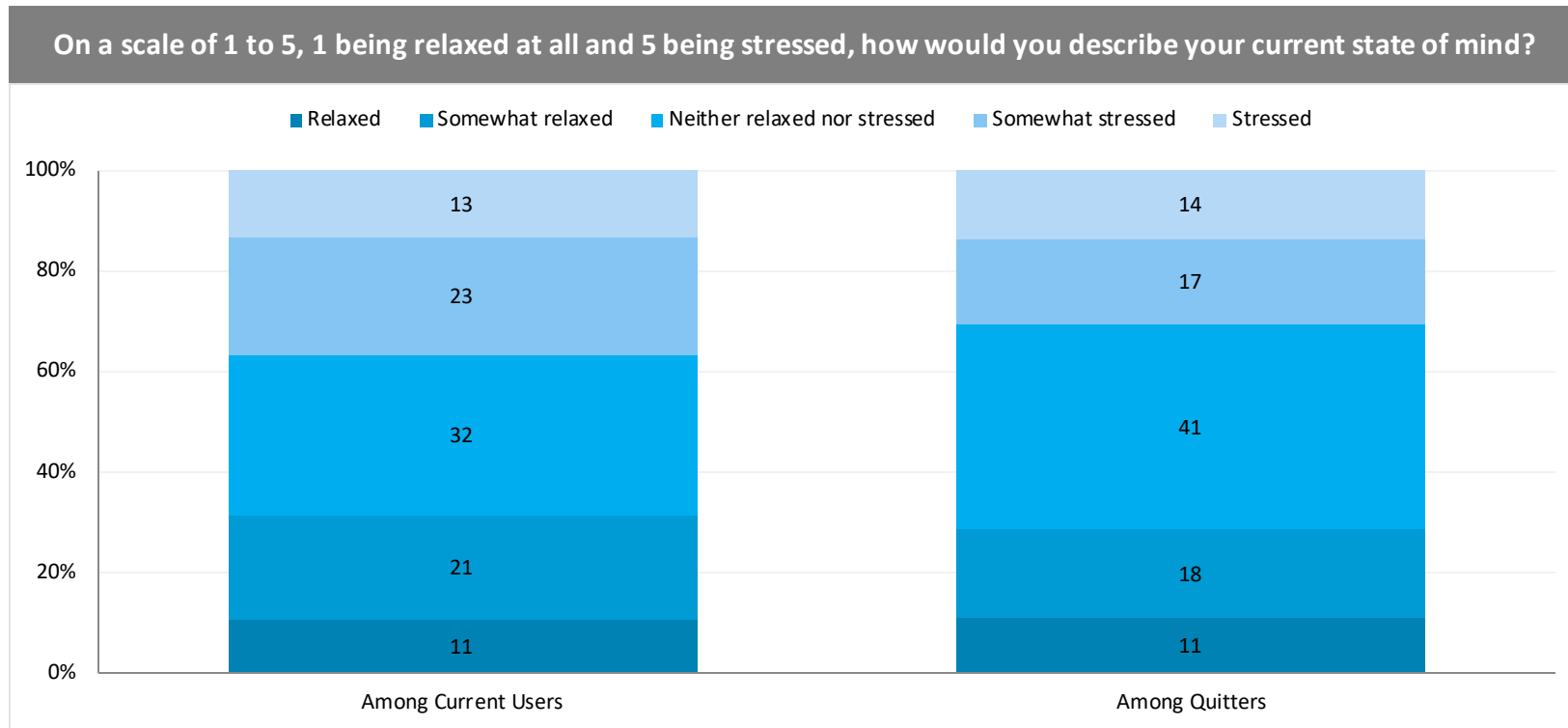
Profile of Current Users and Quitters				
	Current Users/ Vapers/ Smokers		Quitters (who quit tobacco in last 5 years)	
	Men	Women	Men	Women
<b>Annual Income</b>	<b>910</b>	<b>634</b>	<b>162</b>	<b>109</b>
Under €750 a month	8	11	5	10
€750 to €1000	16	19	16	17
€1001 to €1250	12	10	19	16
€1251 to €1500	11	10	15	7
€1501 to €1750	9	7	7	6
€1751 to €2000	6	7	6	6
€2001 to €2500	4	6	6	6
€2501 to €3000	2	3	1	3
€3001 to €4000	1	0	2	3
€4001 to €5000	0	0	1	0
€5001 to €6000	0	0	0	0
€6001 to €7000	0	0	0	0
€7001 or more	0	0	0	0
Refused	28	23	19	22
Don't know	3	4	2	3
<b>During the last twelve months, would you say you had trouble paying your bills?</b>				
No	46	43	49	45
Yes	47	50	45	43

Figures are in %

Base : Random Sample, Current Users of tobacco products Men : n=910 Women : n=634, Quitters Men : n = 162 Women : n=109

# Comparison between Users & Quitters

Approximately 35% of both current users & quitters are stressed.

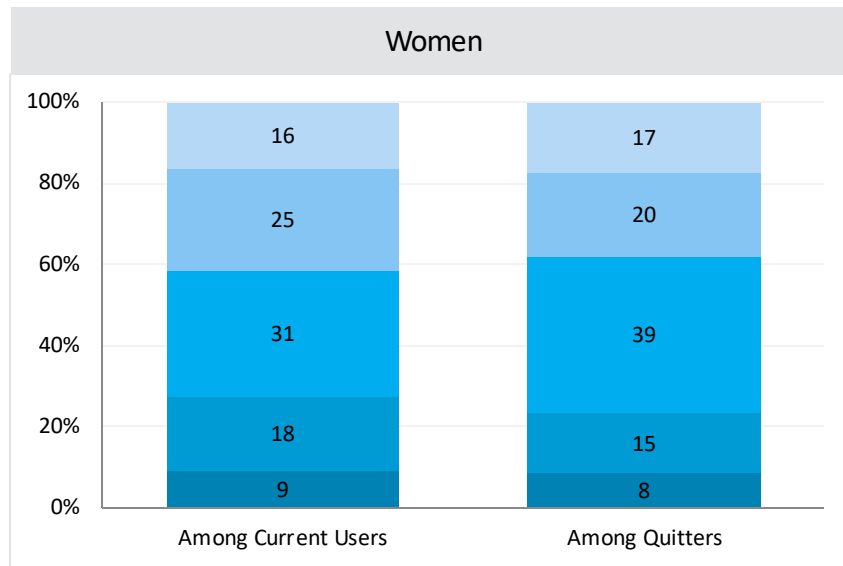
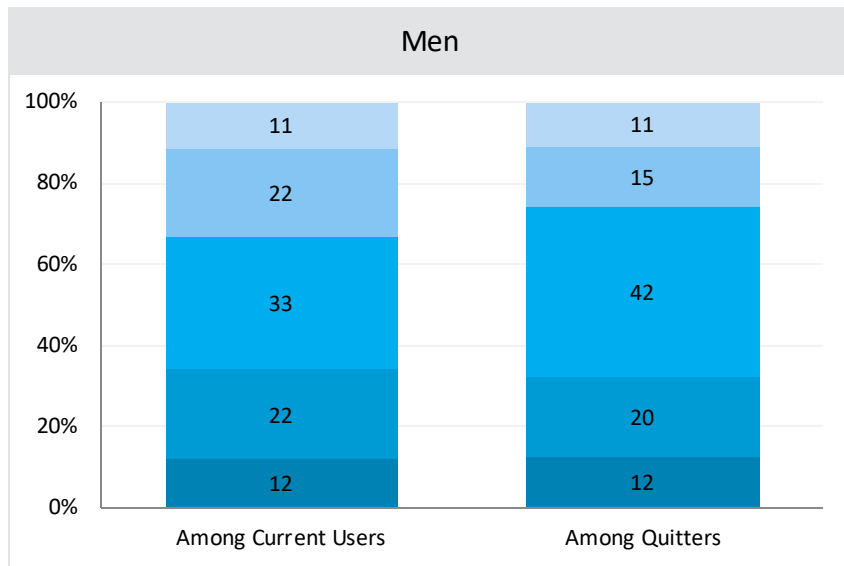


# Comparison between Users & Quitters

Among quitters, more women (37%) are stressed compared to men (26%).

On a scale of 1 to 5, 1 being relaxed at all and 5 being stressed, how would you describe your current state of mind?

■ Relaxed ■ Somewhat relaxed ■ Neither relaxed nor stressed ■ Somewhat stressed ■ Stressed



Figures are in %

base : Random Sample, Current Users of tobacco products Men : n=910 Women : n=634, Quitters Men : n=162 Women : n=109

FOUNDATION FOR A  
SMOKE-FREE WORLD