FOUNDATION FOR A SMOKE-FREE WORLD

GLOBAL STATE OF SMOKING POLL - 2019

JAPAN

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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:

- Online Interviews

Sample Size:

Six pilot interviews were conducted prior finalizing the questionnaires
n: 2227 online interviews

Target Group:

- Gender: Men/Women
- Age: 20- 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

- Cigarettes were the most widely used (83%) among current product users, followed by heat-not-burn products (38%).
- The majority (72%) of current cigarette smokers claimed they started smoking between 20 and 24 years; only 18% said they started smoking before the age of 20.
- A majority of current product users were familiar (68%) with heat-not-burn products. However, 26% of current users have never heard of smokeless tobacco. The main reasons selected for starting to use heat-not-burn products were that they are less harmful than traditional cigarettes.
- 24% of current cigarette smokers were highly or very highly dependent on nicotine. Current users between 25 and 35 years of age were highly or very highly dependent on nicotine (38%).

Beliefs and Perception Among Current Users

- An overwhelming majority of current users believed smoking is harmful to their health (76%) and to others around them (87%). 54% of current users reported not reading the health warning labels on packages at all.
- The majority of current users considered heat-not-burn products, e-cigarettes and smokeless tobacco as less harmful than combustible tobacco.
- Among current users not using heat-not-burn products, 29% admitted that they may use them within the next 12 months. Only 16% of current users not using heat-not-burn products considered using smokeless tobacco.
- The majority of current users believed nicotine is harmful (82%) and addictive (81%).

Quitting and Quitters

- There were no major differences in participant characteristics between current users and quitters. However, the proportion of participants in the 51-69 years age group was larger among quitters. More quitters believed smoking tobacco is more harmful to their health and to others around them (50%) than current users (36%).
- The majority of current users (66%) claimed they have attempted to quit tobacco or alternative products. A higher proportion of 25-35 year old consumers (46%) reported planning to quit compared to the other age groups.
- The harmful health effects of tobacco on health (65%) and family's or friends' suggestions (27%) were the main reasons for quitting or attempting to quit. 74% of current users claimed that a price increase would impact their consumption behavior. 68% of current users would consider reducing their consumption if prices increased.
- Apart from enjoying tobacco (40%), stress (37%) was one of the main obstacles to quitting. Multiple quit attempts suggested that quitting is a tough process. More women than men said they felt stressed and would not be able to quit. The average number of quit attempts was higher among women than men.

4. Detailed Findings

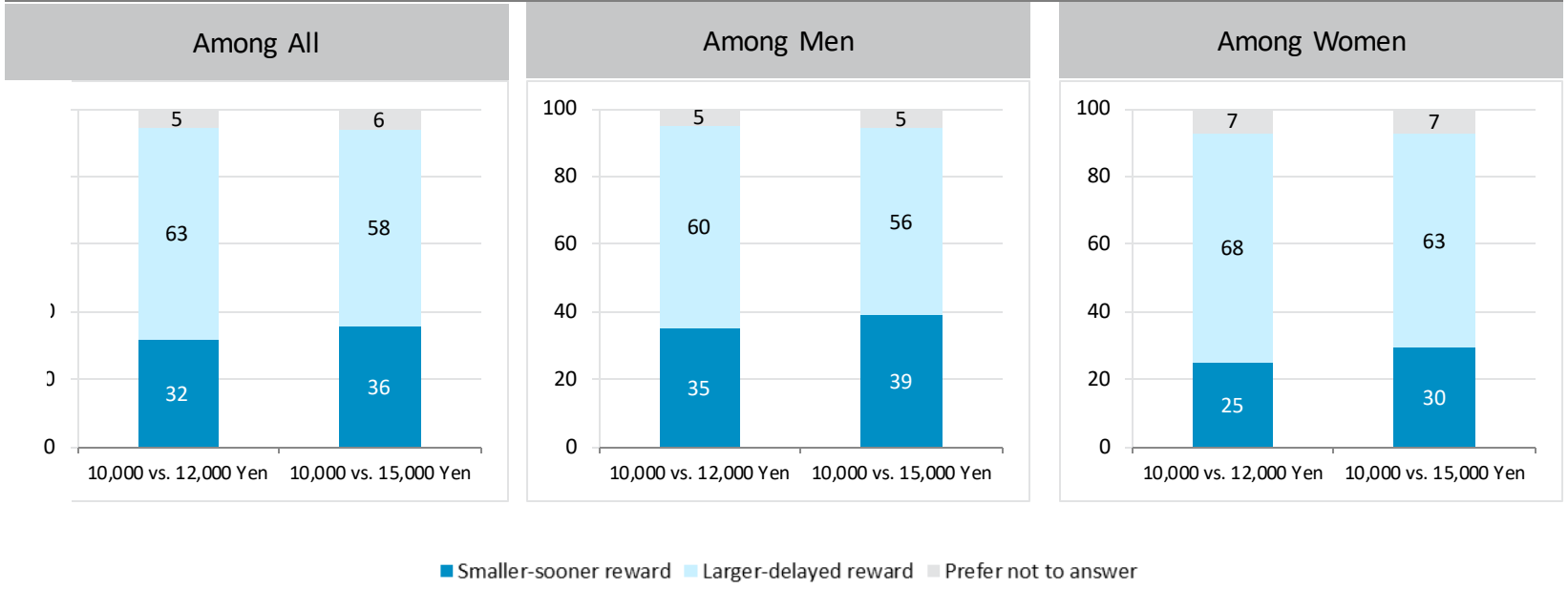
Achieved Sample : Quantitative Module

Sample by Demographics		
	n	%
All	2227	100
Men	1503	67
Women	724	33
20-24yrs	68	3
25-35yrs	308	14
36-50 yrs	792	36
51-69 yrs	1059	48
Rural area or village	59	3
Small or middle sized town	812	36
Large town	1330	60
Prefer not to say	26	1
Current users of tobacco and other products	1761	79
Quitters (who quit tobacco in last 5 years)	466	21

Smaller-sooner reward vs. Larger- delayed reward

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

D16. If you were offered 10,000 Yen now would you accept it, or could you wait a month and then get 12,000 Yen?
D17. If you were offered 10,000 Yen now would you accept it, or could you wait a month and then get 15,000 Yen?

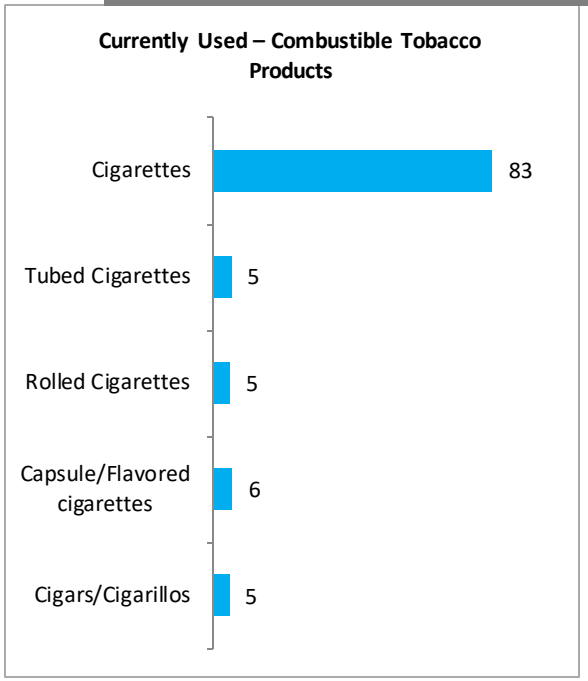


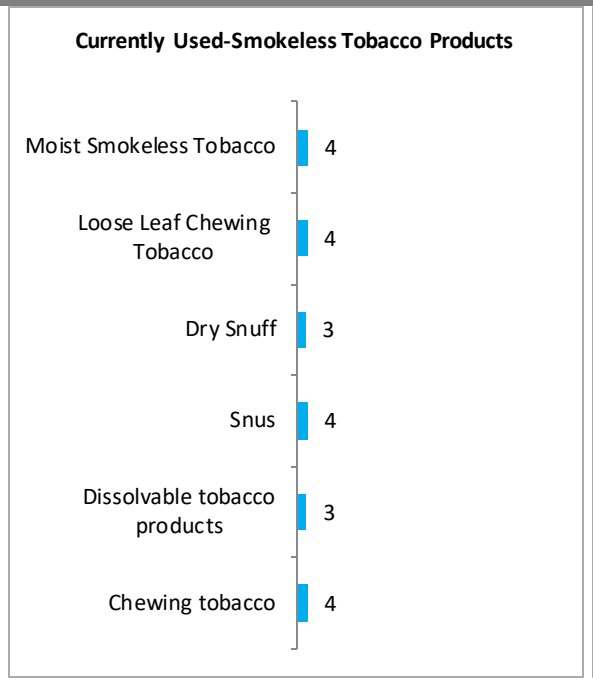
Figures are in %
Base : Random Sample, All n: 2227 Men n: 1503 Women n: 724

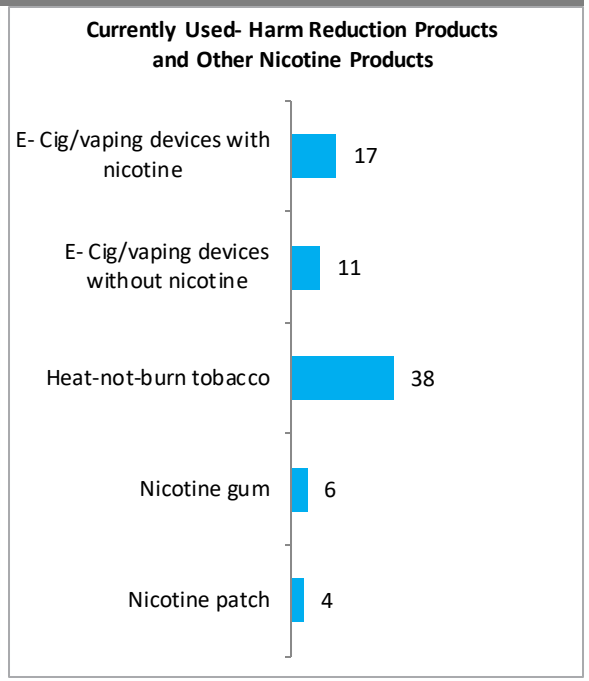
4.1 Usage details of various tobacco products and other alternative products

Current usage of products

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







Figures are in %
Base : Random Sample, Users : n= 1761
Q. C1. Of the following Tobacco products, which products are you currently consuming? (Select all that apply)

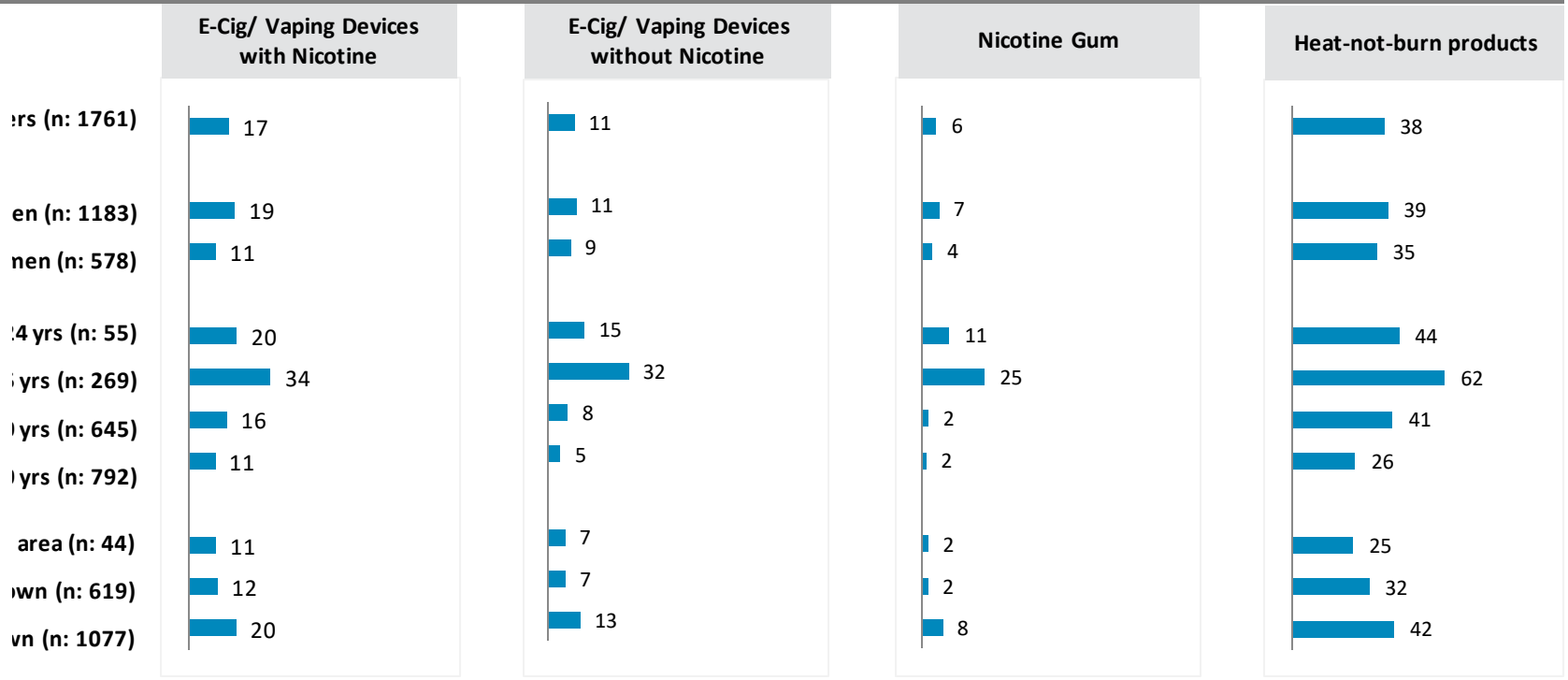
Combustible tobacco products : Cigarettes, Cigars, Water pipe, Bidis etc.
Smokeless tobacco products : Chewing tobacco, smokeless tobacco, snus etc.
Harm reduction products and other Nicotine Products : E-cig, Heat-not- burn products, Nicotine Gum/Patch etc.

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

Figures are in %

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

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



Figures are in %

Base : Random Sample, 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

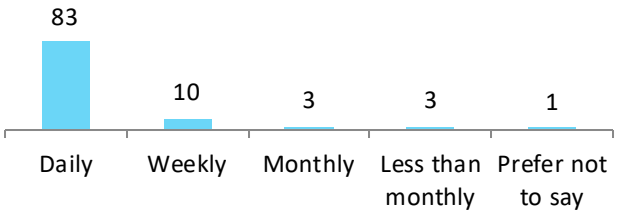
Current Usage (Among all users of tobacco and other products)

3% of current smokers smoke Cigarettes

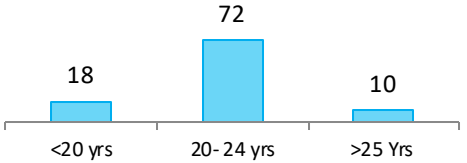
6% are solo smokers, they smoke only Cigarettes

7% are dual/poly users of Cigarettes

Consumption Frequency



Age of Starting Cigarette Smoking



Figures are in %
Base : Random Sample, Current users of Factory Made Cigarettes : n= 1457
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 Cigarettes (Yen)**
All Current users of tobacco/other products	**83**	**21**	**83**	**8318**
Men (n: 1183)	84	20	85	8720
Women (n: 578)	79	22	79	7460
20-24 yrs (n: 55)	73	20	55	7404
25-35yrs (n: 269)	84	20	76	4543
36-50yrs (n: 645)	80	21	83	8604
51- 69 yrs (n: 792)	85	21	87	9496
Rural (n: 44)	80	21	83	9567
Small Town (n: 619)	81	21	84	9098
Large Town (n: 1077)	84	21	83	7854

Figures are in %
Base : Random Sample, Current users: n= 1761
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

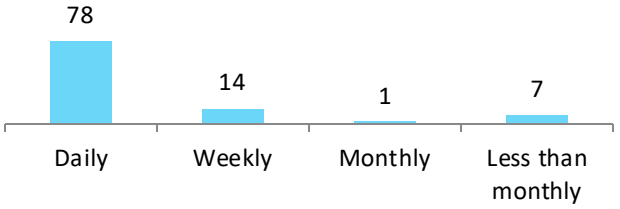
Current Usage (Among all users of tobacco and other products)

5% of current smokers smoke Rolled Cigarettes

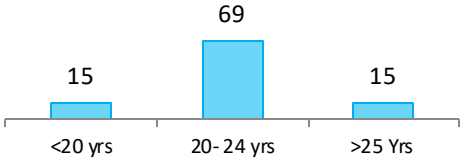
0.2% are solo smokers, they smoke only Rolled Cigarettes

4.8% 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= 87
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.(Yen)
All Current users of tobacco/other products	**5**	**22**	**78**	**1102**
Men (n: 1183)	6	22	85	1020
Women (n: 578)	2	25	38	1640
20-24 yrs (n: 55)	5	17	67	2574
25-35yrs (n: 269)	24	20	86	362
36-50yrs (n: 645)	2	28	80	5692
51- 69 yrs (n: 792)	1	35	30	1404
Rural (n: 44)	2	Very low base (below 15)		
Small Town (n: 619)	1	24	50	4203
Large Town (n: 1077)	7	22	80	891

Figures are in %
Base : Random Sample, current users n= 1761
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

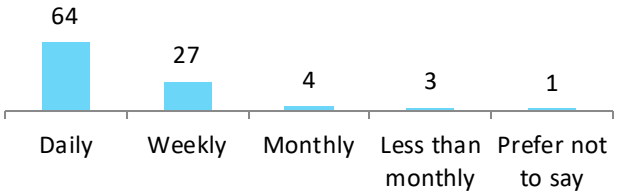
Current Usage (Among all users of tobacco and other products)

17% of current users use Electronic cigarettes/vaping devices with nicotine

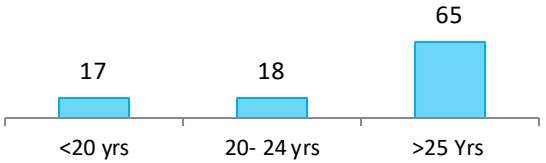
2% are solo users, use only Electronic cigarettes/vaping devices with nicotine

15% are dual/poly users of Electronic cigarettes/vaping devices with nicotine

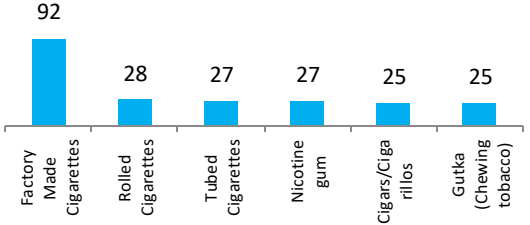
Consumption Frequency



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



What product were you consuming prior to E-Cigarettes?



gures are in %

se : Random Sample, Current users of E-cigarettes/ vaping devices with Nicotine : n= 291

. 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 (Yen)
All Current users of tobacco/other products	**17**	**36**	**64**	**3982**
Men (n: 1183)	19	36	69	3945
Women (n: 578)	11	37	46	4109
20-24 yrs (n: 55)	20	20	45	11022
25-35yrs (n: 269)	34	21	77	2333
36-50yrs (n: 645)	16	38	55	5329
51- 69 yrs (n: 792)	11	53	64	3235
Rural (n: 44)	11	Very low base (Below 15)		
Small Town (n: 619)	12	42	55	4430
Large Town (n: 1077)	20	35	67	3874

Figures are in %
Base : Random Sample, current users n= 1761
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 : Flavored Cigarettes (1/2)

Flavored Cigarettes

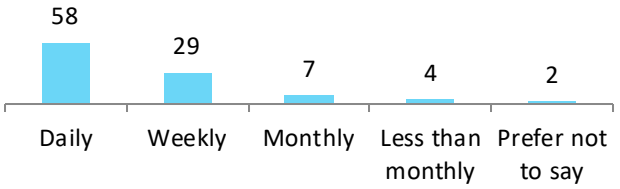
Current Usage (Among all users of tobacco and other products)

6% of current smokers smoke Flavored Cigarettes

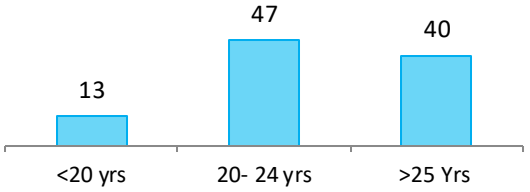
0.3% are solo smokers, they smoke only Flavored Cigarettes

5.7% are dual/poly users of Flavored Cigarettes

Consumption Frequency



Age of Starting Flavored Cigarette Smoking



Figures are in %
Base : Random Sample, Current users of Flavored Cigarettes : n= 100
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 : Flavored Cigarettes (2/2)

Flavored Cigarettes				
	% of Flavored Cig. Smokers	Average Age of starting Flavored Cig. smoking	% of daily smokers (Among the current users of Flavored Cig.)	Average monthly spend on Flavored Cig.(Yen)
All Current users of tobacco/other products	**6**	**28**	**58**	**2848**
Men (n: 1183)	6	27	62	1699
Women (n: 578)	4	30	46	4925
20-24 yrs (n: 55)	7	21	25	3506
25-35yrs (n: 269)	22	21	71	1435
36-50yrs (n: 645)	3	33	52	5657
51- 69 yrs (n: 792)	2	Very low base (Below 15)		
Rural (n: 44)	5			
Small Town (n: 619)	3	34	38	4908
Large Town (n: 1077)	8	27	62	1912

Figures are in %
Base : Random Sample, current users n= 1761
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 in monthly spend

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

Tubed Cigarettes

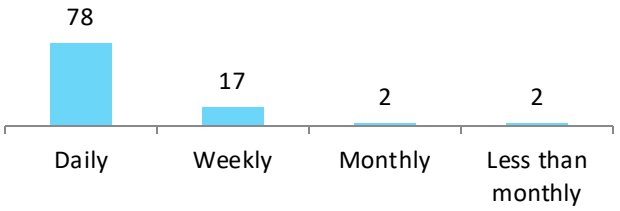
Current Usage (Among all users of tobacco and other products)

5% of current smokers smoke Tubed Cigarettes

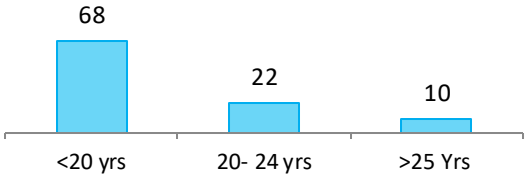
0.1% are solo smokers, they smoke only Tubed Cigarettes

5% are dual/poly users of Tubed Cigarettes

Consumption Frequency



Age of Starting Tubed Cigarette Smoking



Figures are in %
Base : Random Sample, Current users of Tubed Cigarettes : n= 93
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 : Tubed Cigarettes (2/2)

Tubed Cigarettes				
	% of Tubed Cig. Smokers	Average Age of starting Tubed Cig. smoking	% of daily smokers (Among the current users of Tubed Cig.)	Average monthly spend on Tubed Cig.(Yen)
All Current users of tobacco/other products	**5**	**20**	**78**	**1618**
Men (n: 1183)	6	20	88	863
Women (n: 578)	3	20	35	4950
20-24 yrs (n: 55)	9	19	60	6009
25-35yrs (n: 269)	27	19	85	715
36-50yrs (n: 645)	1	26	56	1259
51- 69 yrs (n: 792)	1	Very Low base (Below 15)		
Rural (n: 44)	2			
Small Town (n: 619)	1	21	20	4413
Large Town (n: 1077)	8	20	82	1475

Figures are in %
Base : Random Sample, current users n= 1761
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 without nicotine (1/2)

Electronic cigarettes/vaping devices without nicotine

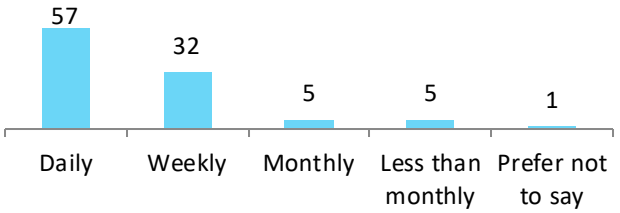
Current Usage (Among all users of tobacco and other products)

11% of current users use Electronic cigarettes/vaping devices without Nicotine

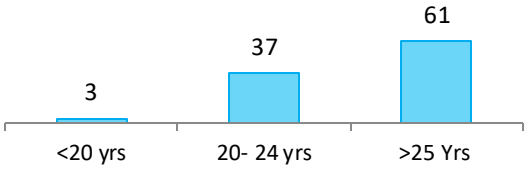
1% are solo users, use only E-Cig/ Vaping devices without Nicotine

10% are dual/poly users of E-Cig/ Vaping devices without Nicotine

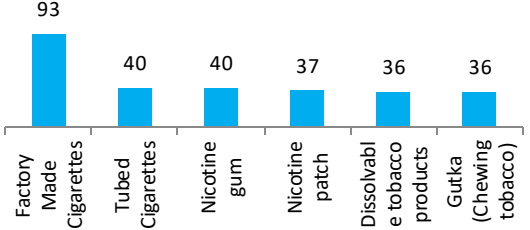
Consumption Frequency



Age of Starting E-Cig/ Vaping devices without Nicotine vaping



What product were you consuming prior to E-Cig/ Vaping devices without Nicotine?



Figures are in %

Base : Random Sample, Current users of E-Cigarettes/ Vaping devices without nicotine : n= 185

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?

C8. 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 without nicotine (2/2)

Electronic cigarettes/vaping devices without nicotine				
	% of E-Cig/Vaping devices without nicotine users	Average Age of starting of E-Cig/Vaping devices without nicotine vaping	% of daily of E-Cig/Vaping devices without nicotine users	Average weekly spend on the product (Yen)
All Current users of tobacco/other products	**11%**	**34**	**57%**	**2274**
Men (n: 1183)	11%	33	62%	2255
Women (n: 578)	9%	34	42%	2322
20-24 yrs (n: 55)	15%	20	50%	2635
25-35yrs (n: 269)	32%	24	70%	1392
36-50yrs (n: 645)	8%	38	43%	3620
51- 69 yrs (n: 792)	5%	53	48%	2403
Rural (n: 44)	7%	Very Low base (Below 15)		
Small Town (n: 619)	7%	40	37%	3049
Large Town (n: 1077)	13%	32	63%	2055

Figures are in %
Base : Random Sample, current users n= 1761
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 : Nicotine Gum (1/2)

Nicotine Gum

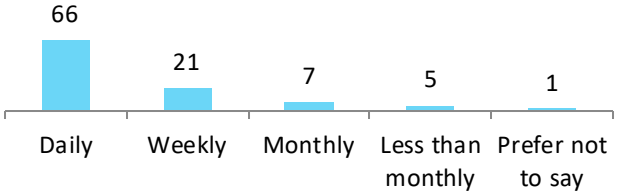
Current Usage (Among all users of tobacco and other products)

6% of current smokers use Nicotine Gum

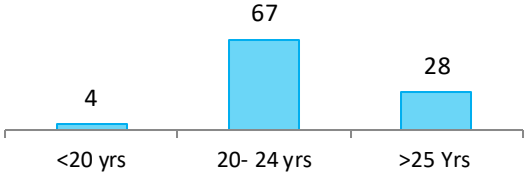
0.3% are solo smokers, they use only Nicotine Gum

5.7% are dual/poly users of Nicotine Gum

Consumption Frequency



Age of starting using Nicotine Gum



Figures are in %
Base : Random Sample, Current users of Nicotine Gum: n= 100
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 : Nicotine Gum (2/2)

Nicotine Gum				
	% of Nicotine Gum users	Average Age of starting using Nicotine Gum	% of daily users (Among the current users of Nicotine Gum)	Average monthly spend on Nicotine Gum (Yen)
All Current users of tobacco/other products	**6%**	**27**	**66%**	**1639**
Men (n: 1183)	7%	27	79%	1149
Women (n: 578)	4%	26	22%	3413
20-24 yrs (n: 55)	11%	26	50%	2898
25-35yrs (n: 269)	25%	23	84%	642
36-50yrs (n: 645)	2%	33	20%	5375
51- 69 yrs (n: 792)	2%	Very Low base (Below 15)		
Rural (n: 44)	2%			
Small Town (n: 619)	2%	31	15%	2136
Large Town (n: 1077)	8%	27	73%	1588

Figures are in %
Base : Random Sample, current users n= 1761
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)

Heat-not-burn Products

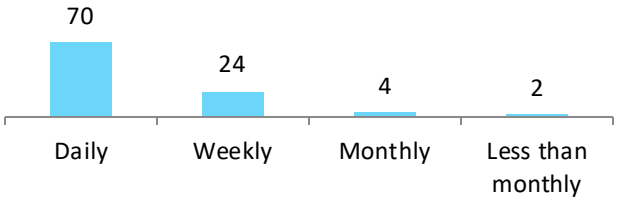
Current Usage (Among all users of tobacco and other products)

38% of current users use Heat-not- burn products

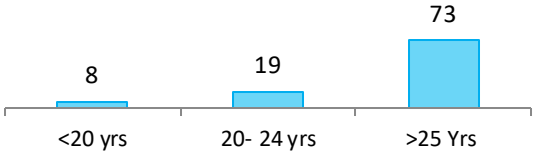
10% are solo users, they use only Heat-not- burn products

28% are dual/poly users of Heat-not- burn products

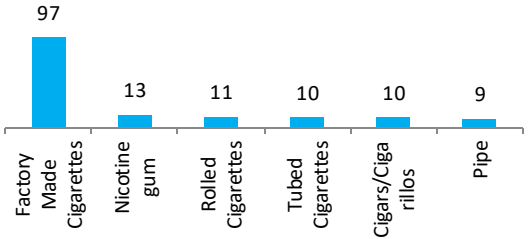
Consumption Frequency



Age of starting using HNB



What product were you consuming prior to Heat not burn products?



gures are in %

se : Random Sample, Current users of Heat-not burn products: n= 662

. 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?

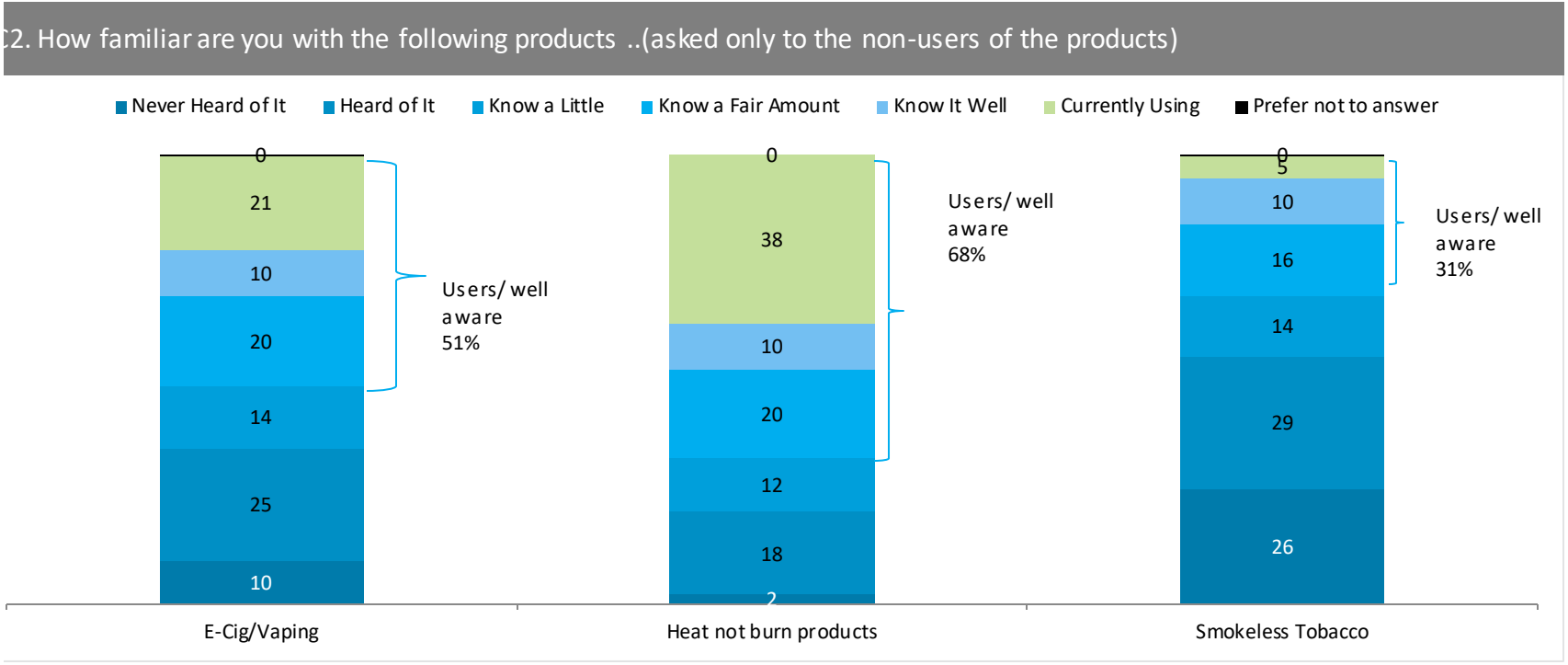
Usage at a glance : Heat-not-burn products (2/2)

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 (Yen)
All Current users of tobacco/other products	**38%**	**37**	**70%**	**6630**
Men (n: 1183)	39%	38	70%	6545
Women (n: 578)	35%	34	69%	6827
20-24 yrs (n: 55)	44%	21	33%	4745
25-35yrs (n: 269)	62%	25	74%	5077
36-50yrs (n: 645)	41%	36	72%	7567
51- 69 yrs (n: 792)	26%	49	67%	6946
Rural (n: 44)	25%	Very low base (Below 15)		
Small Town (n: 619)	32%	39	61%	6537
Large Town (n: 1077)	42%	36	73%	6568

Figures are in %
Base : Random Sample, current users n= 1761
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

68% of current users of tobacco/ other products are either users of Heat-not-burn products or well aware/know a fair amount about them.

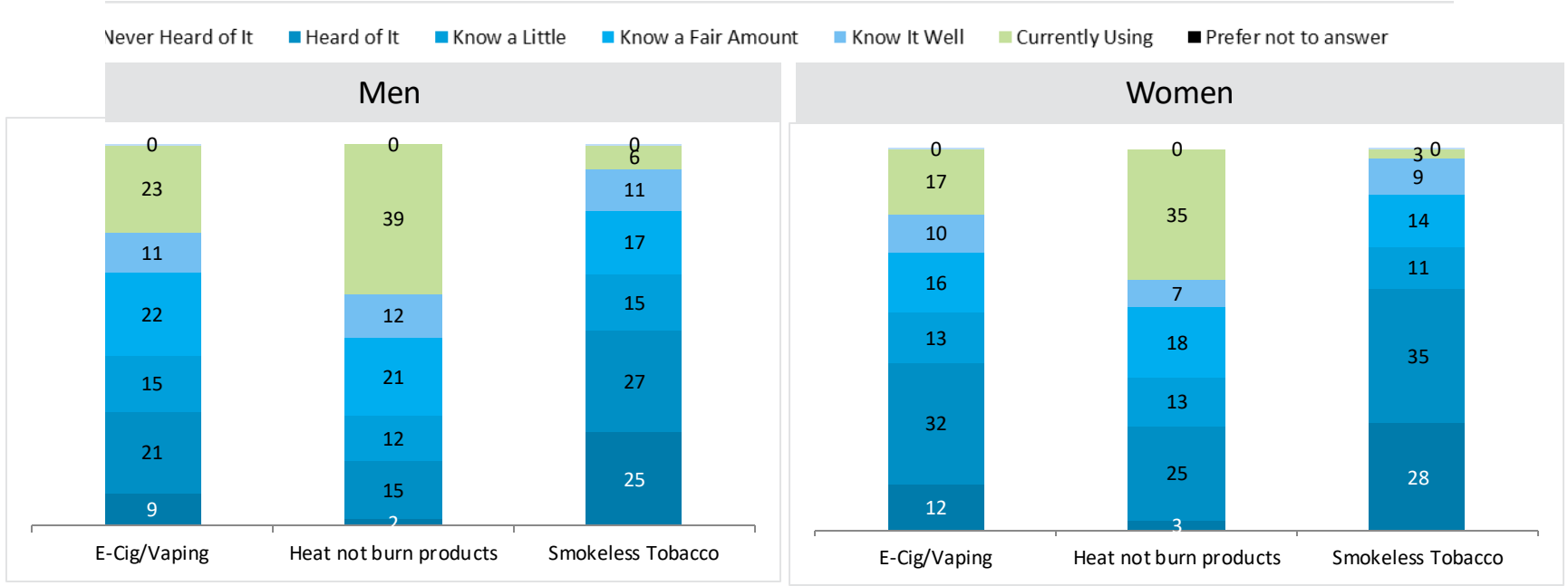


Sample, Current Users of tobacco products/ other products : n= 1761

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

Among both men and women, the majority are either users of Heat-not-burn products or well aware/know a fair amount about them.

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



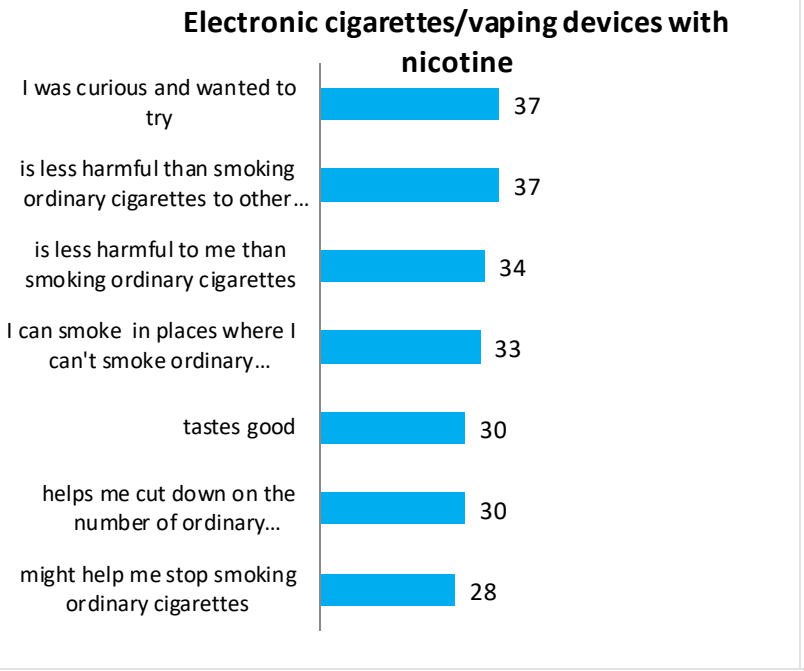
in %

lom Sample, Current Users of tobacco products/ other products Men : n= 1183 Women : n=578

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

t-not-burn products.

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



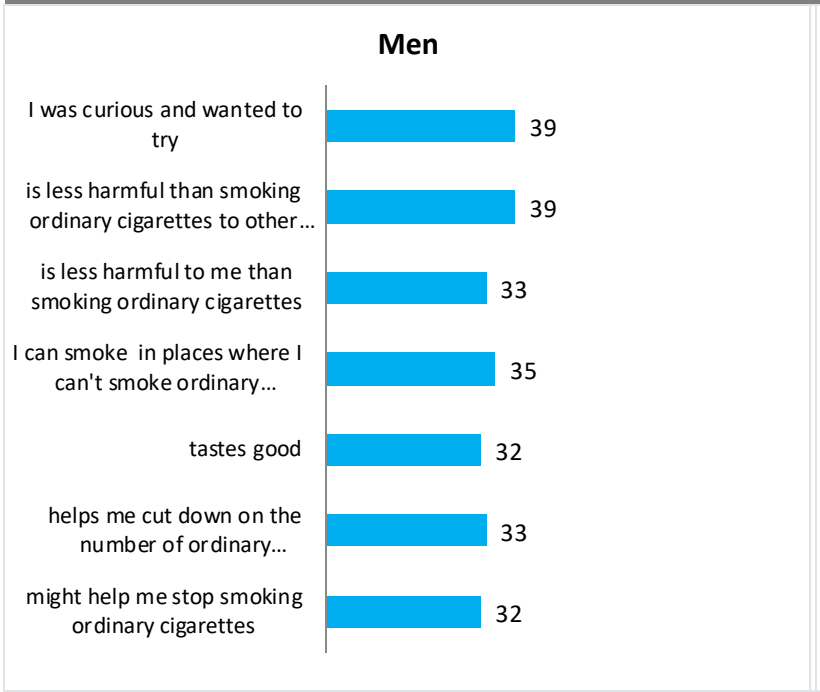
are in %

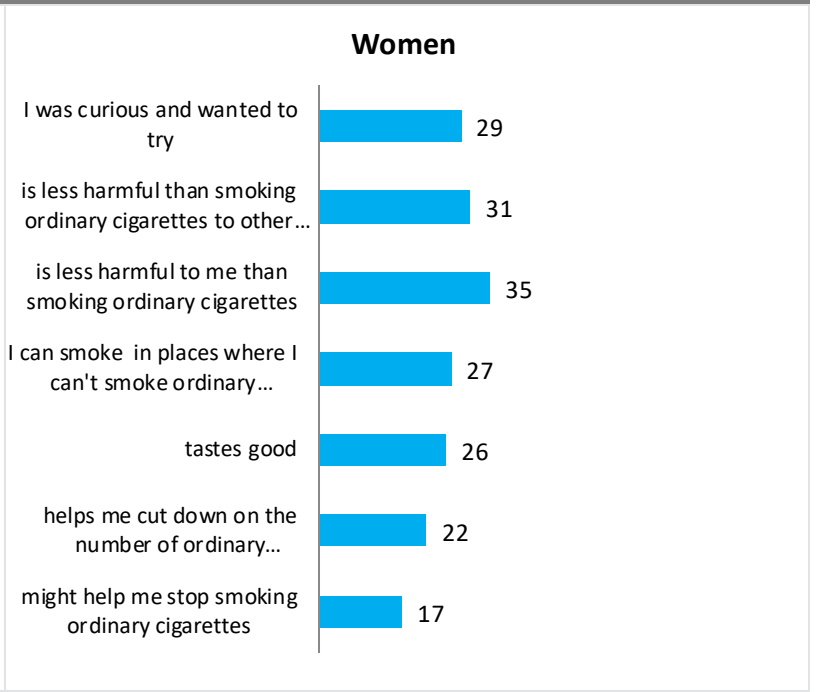
tandom Sample, Current users of E-Cig/ Vaping devices n: 371 Current users of Heat-not-burn products : n= 662

Reasons for start using Electronic cigarettes/vaping devices

Among men, curiosity is one of the major reasons to start using E-Cig.

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





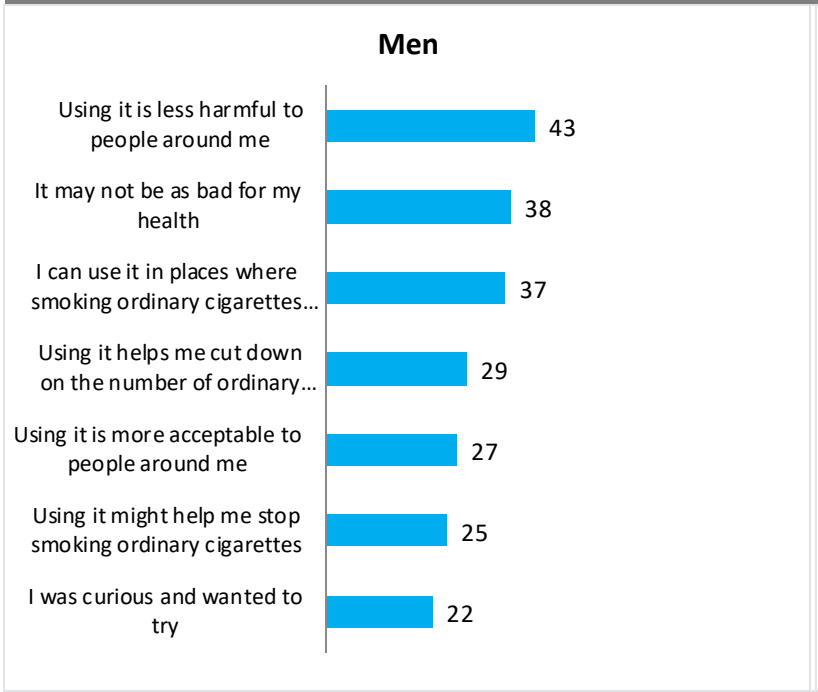
Figures are in %

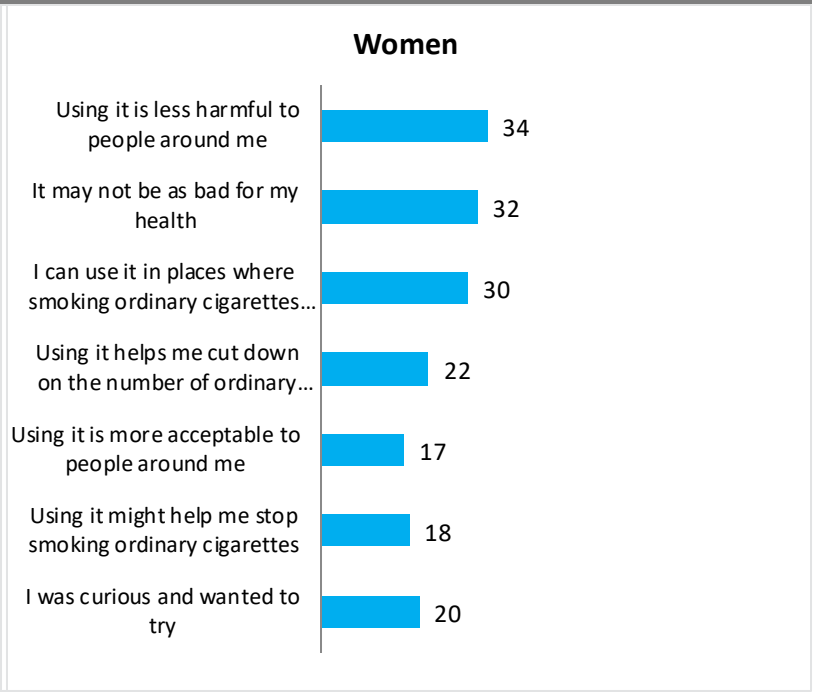
Base : Random Sample, Current users of E-Cig/ Vaping devices Men : n= 272 Women : n= 99

Reasons for start using Heat-not-burn products

Among both men and women, being less harmful than ordinary cigarettes is the main reason to start using these 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=462 Women : n=200

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**

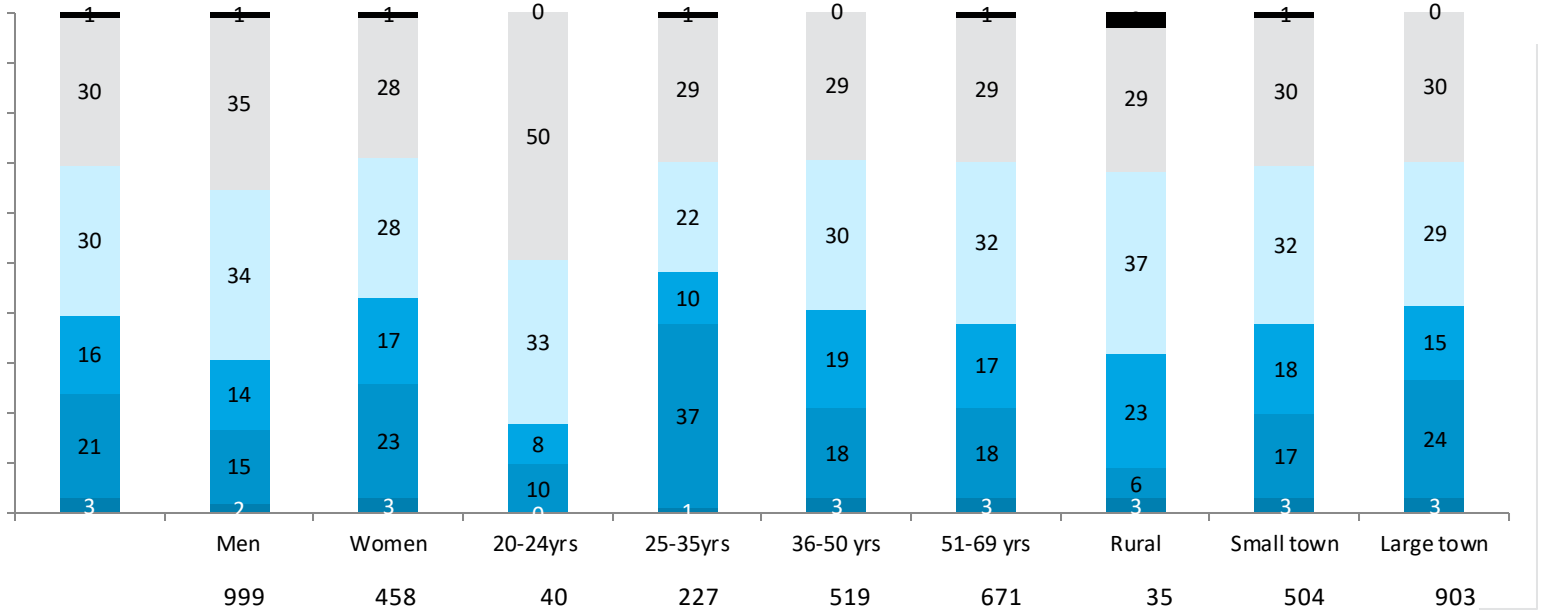
	PLEASE TICK (✓) ONE BOX FOR EACH QUESTION		
How soon after waking do you smoke your first cigarette?	Within 5 minutes	☐	3
	6-30 minutes	☐	2
	31-60 minutes	☐	1
	After 60 minutes	☐	0
Do you find it difficult to refrain from smoking in places where it is forbidden? e.g. Church, Library, etc.	Yes	☐	1
	No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

Classification of dependence:

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

https://outcometracker.org/library/FTND.pdf

Nicotine Dependency : Cigarettes



made Cigarettes

Indicative* Nicotine Dependency : By products

Nicotine dependency is high among Rolled Cigarettes, Tubed Cigarettes & Nicotine Gum users.

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	Tubed cigarettes	Electronic cigarettes/vaping devices without nicotine	Nicotine gum	Heat-not-burn products
	%	%	%	%	%	%	%	%
Base : Current Users	1457	87	291	100	93	185	98	662
C.10 How soon after you wake up do you smoke your first cigarette/consume your first nicotine product?								
Within 5 minutes (3)	24	67	34	48	65	39	60	23
6-30 minutes(2)	32	9	22	17	9	21	10	32
31-60 minutes(1)	18	16	22	20	18	17	16	18
C11. Find it difficult to refrain from smoking/consuming tobacco in places where it is forbidden (1)	46	15	42	36	20	39	24	45
C12. Hate to give up the first one in the morning (1)	53	90	65	84	98	75	89	61
C14. Consume more frequently during the first hour (1)	35	83	51	67	85	62	84	38
C15. Consume even if you are ill (1)	58	86	63	67	84	63	82	57
Average Scores (1-7)	**3.5**	**5.1**	**3.9**	**4.5**	**5.2**	**4.2**	**5.0**	**3.5**

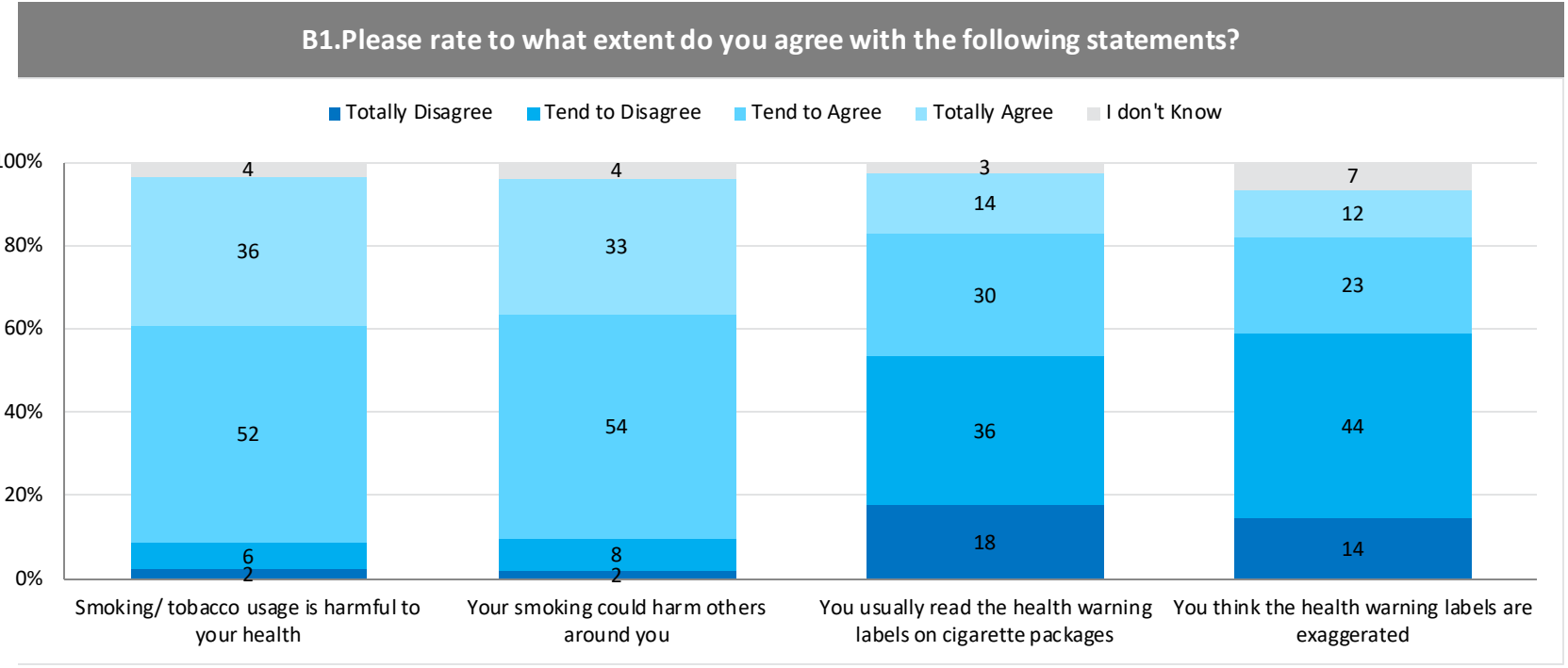
Figures are in %
Base : Random Sample, Current users of various tobacco products/other products

** 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

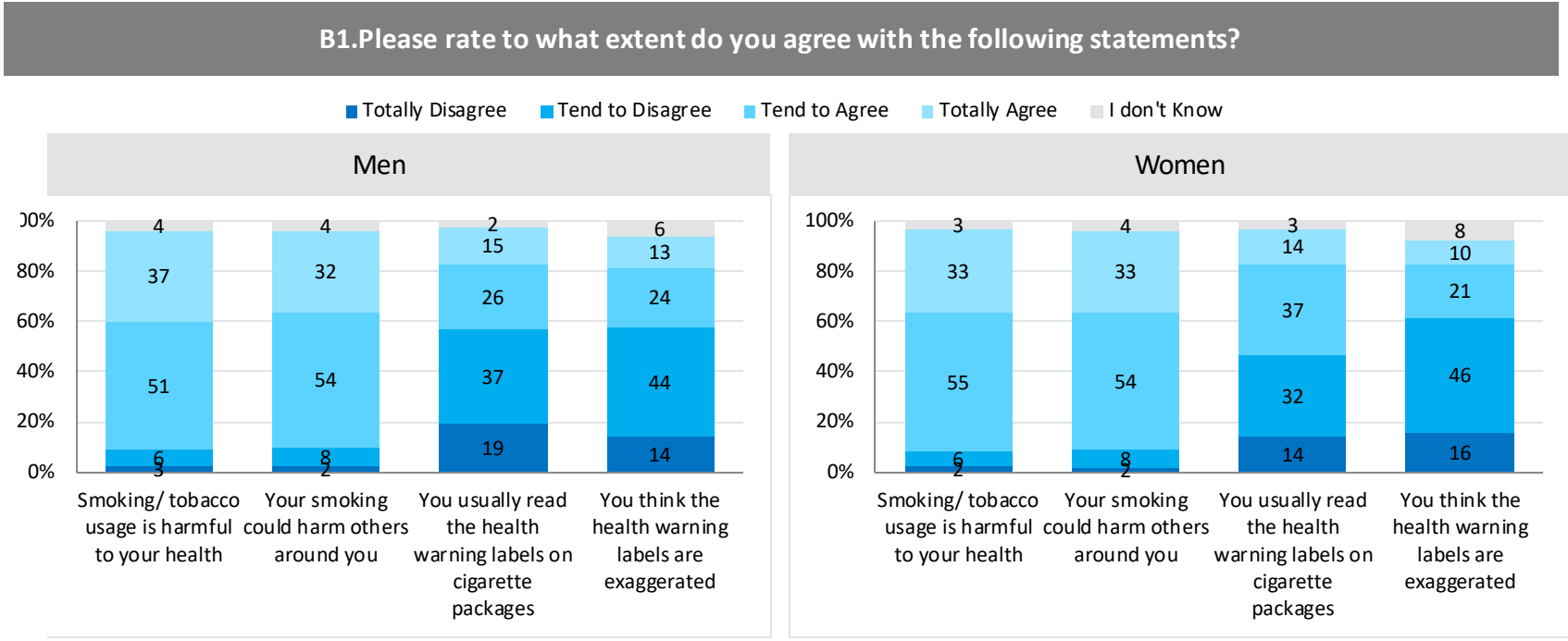
88% off the users of tobacco/ other products agree that tobacco is harmful, however, 44% do not usually read warning labels, and 35% even think that warning labels are exaggerated.



mple, Current Users of tobacco products/ other products : n= 1761

Beliefs and perceptions about smoking- Current users

For both men and women, every second Current user of tobacco products/ other products does not usually read the health warning labels.

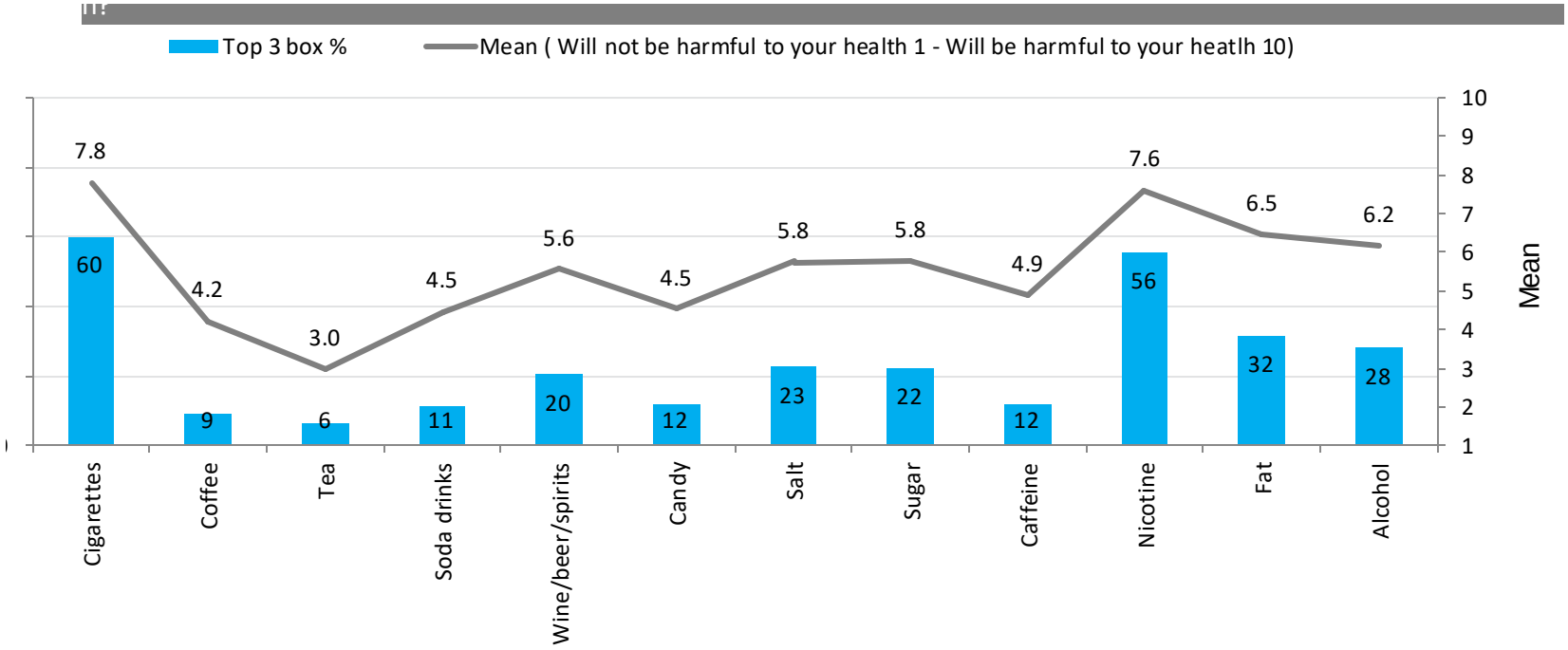


Figures are in %

Base : Random Sample, Current Users of tobacco products/ other products Men : n= 1183 Women : n=578

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.

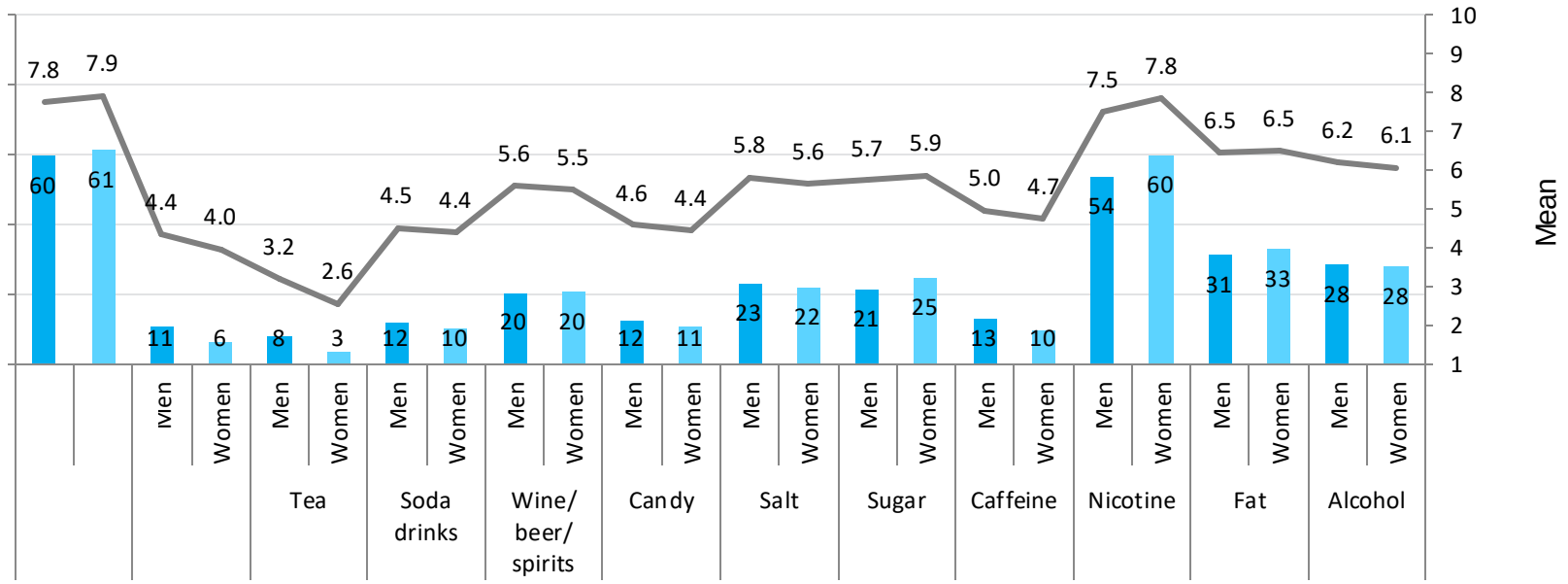


led 8, 9 or 10 on a 10 points scale (Will not be harmful to your health 1 - Will be harmful to your health 10)

nt Users of tobacco products/ other products : n= 1761

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.

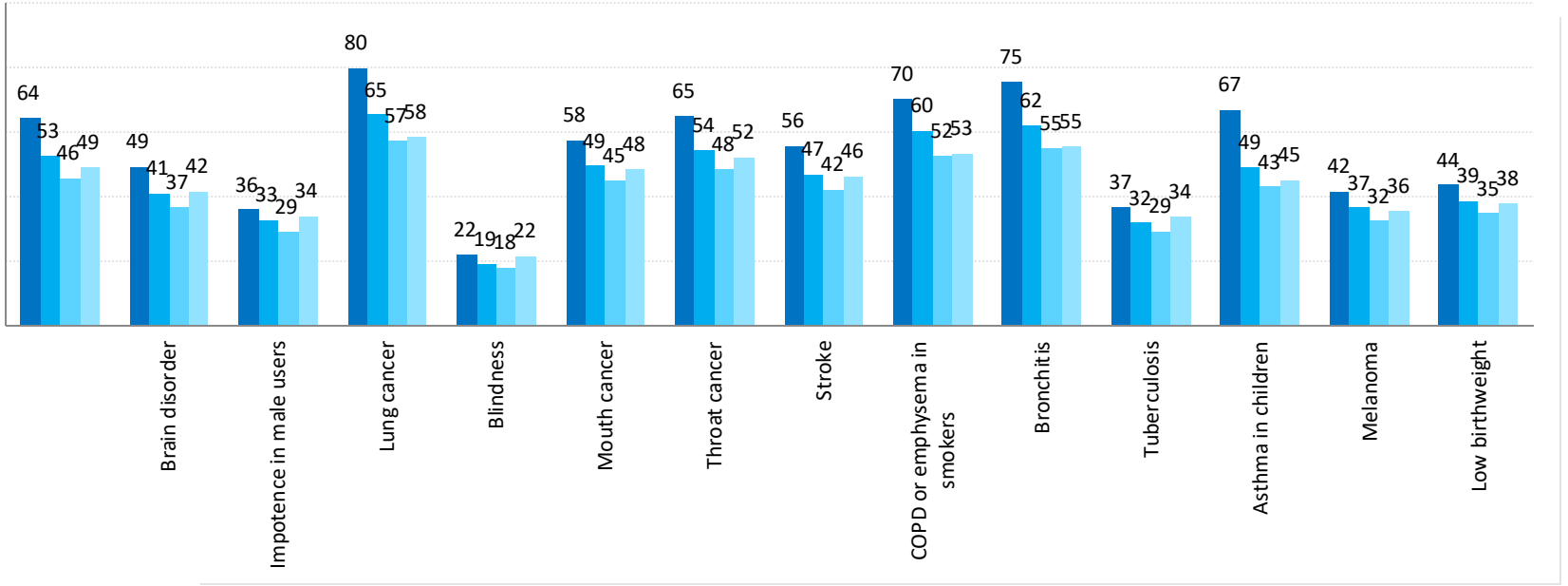


scale (Will not be harmful to your health 1 - Will be harmful to your health 10)

s/ other products Men : n=1183 Women : n=578

Risk perception comparison among various tobacco and other products

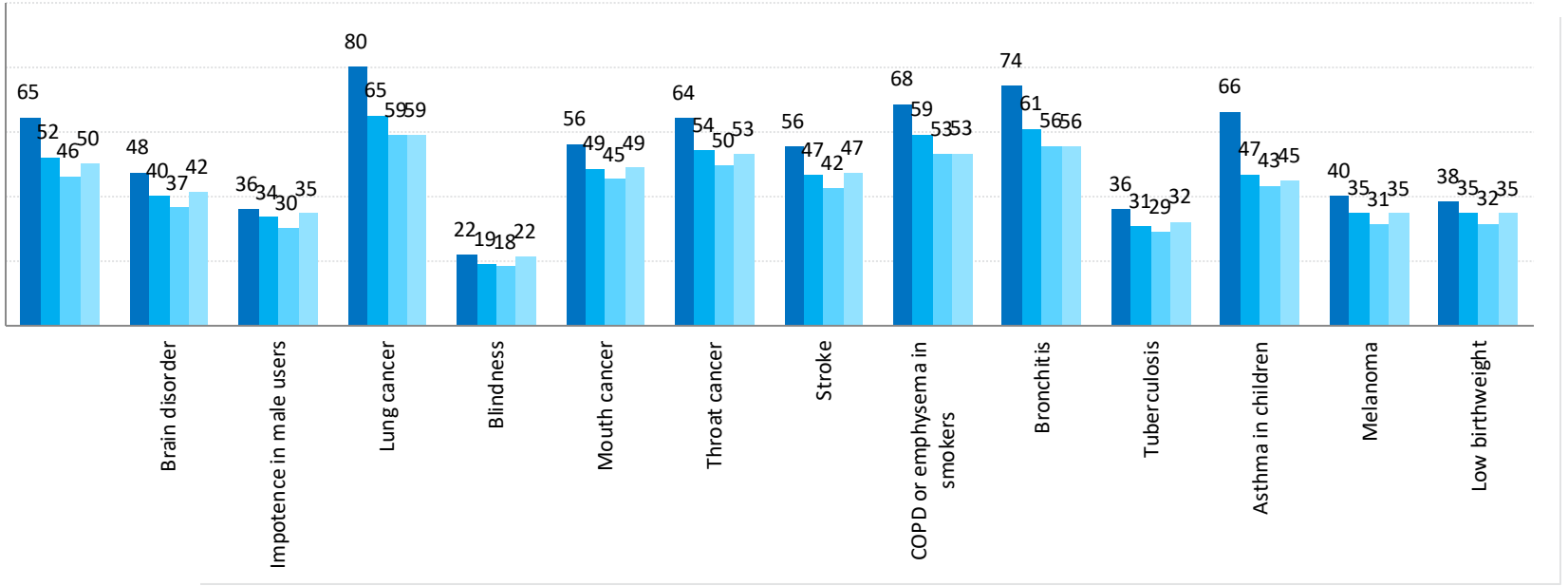
Heat-not-burn products have the lowest risk perception of causing diseases.



acco products/ other products : n= 1761

Risk perception comparison among various tobacco and other products

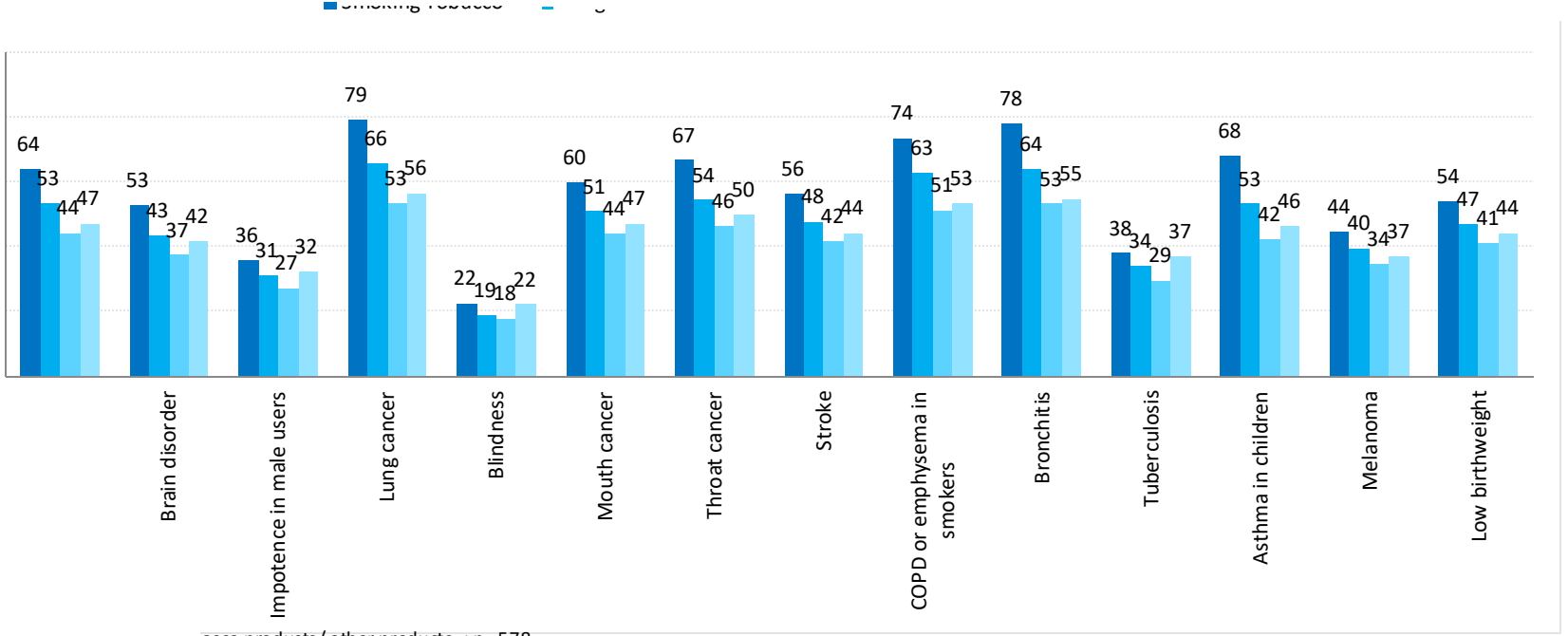
Among men smokers/vapers/ current users, Heat-not-burn products have the lowest risk perception of causing diseases.



acco products/ other products : n=1183

Risk perception comparison among various tobacco and other products

Among Women smokers/vapers/ current users, Heat-not-burn products have the lowest risk perception of causing diseases. Low birth weight due to Cigarettes had a higher mention by women.

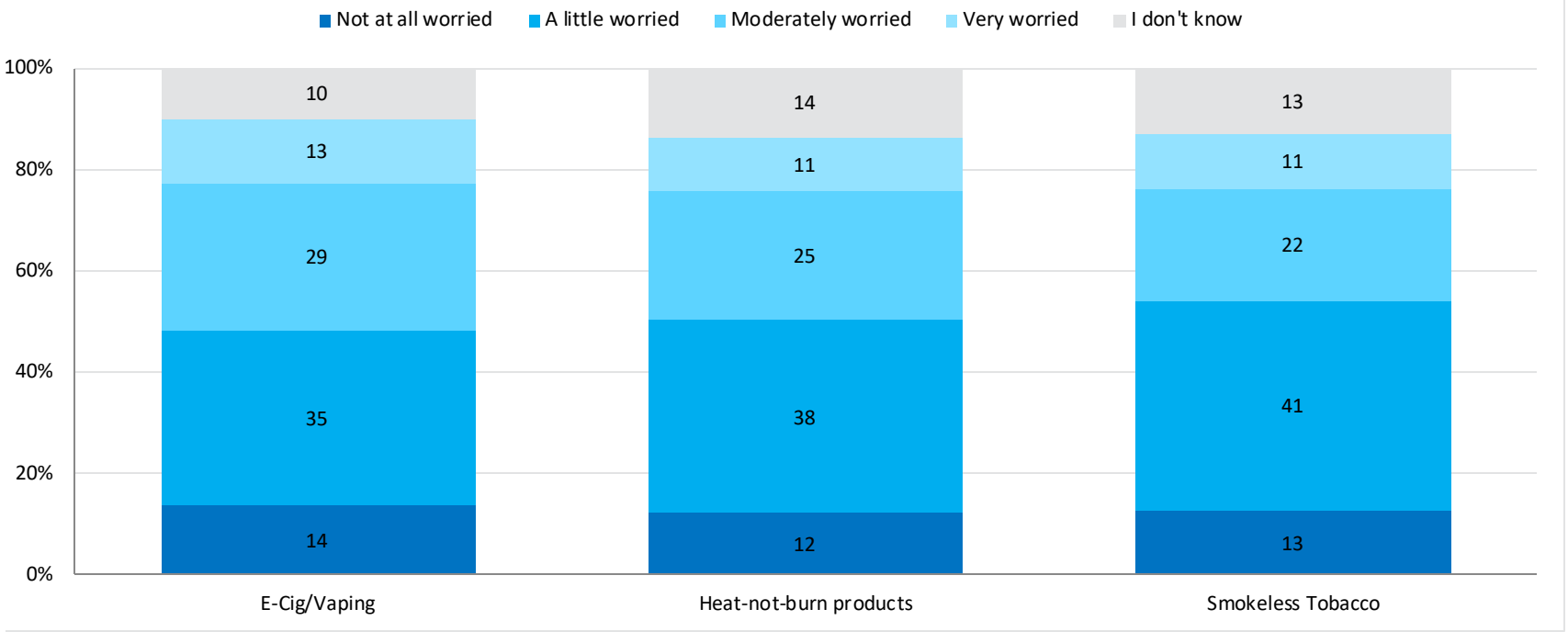


acco products/ other products : n= 578

Beliefs and perceptions comparison among E-cig, HNB and Smokeless tobacco

Approximately 50% 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?



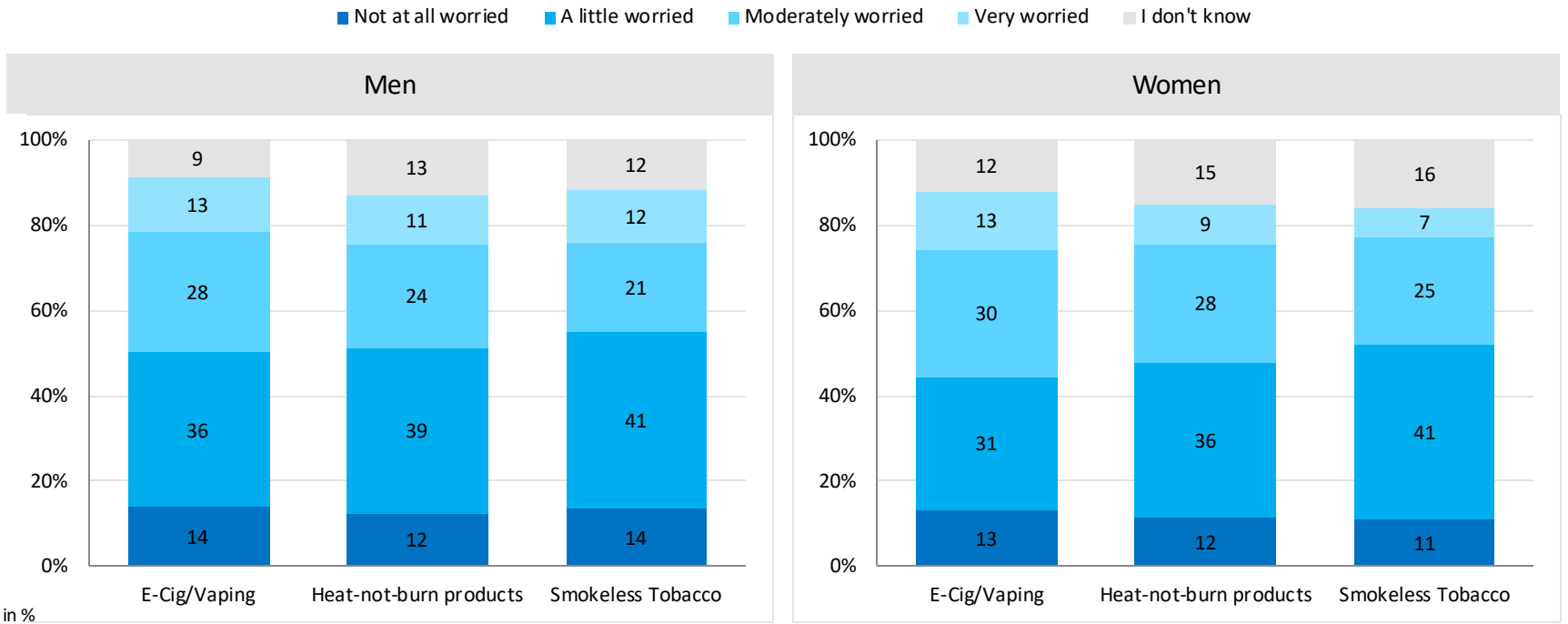
%

Sample, Those who are aware of the respective products : E – Cig n : 1588 Heat-not-burn products n: 1726 Smokeless tobacco n : 1307

Beliefs and perceptions comparison among E-cig, HNB and Smokeless tobacco

Among both men and women, approximately 50% of the 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?

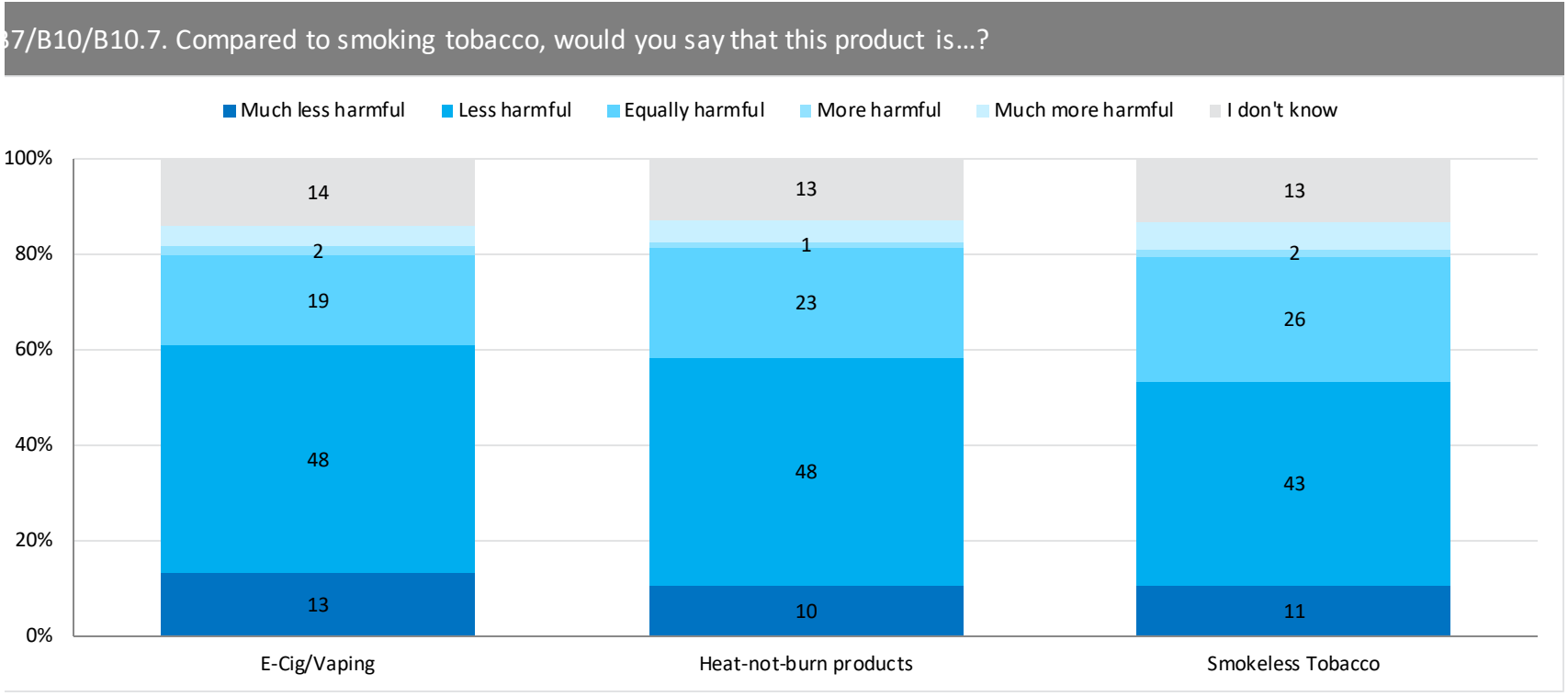


Figures are in %

Base : Random Sample, Those who are aware of the respective products: E – Cig Men: n=1080 Women: n=508; Heat-not-burn products Men: n=1163 Women: n=563; Smokeless tobacco Men: n=891 Women: n=416

Beliefs and perceptions- Current users/Vapers/Smokers

The majority of current users/smokers/ vapers consider E-Cig, Heat-not-burn products and Smokeless Tobacco as less harmful than smoking tobacco.

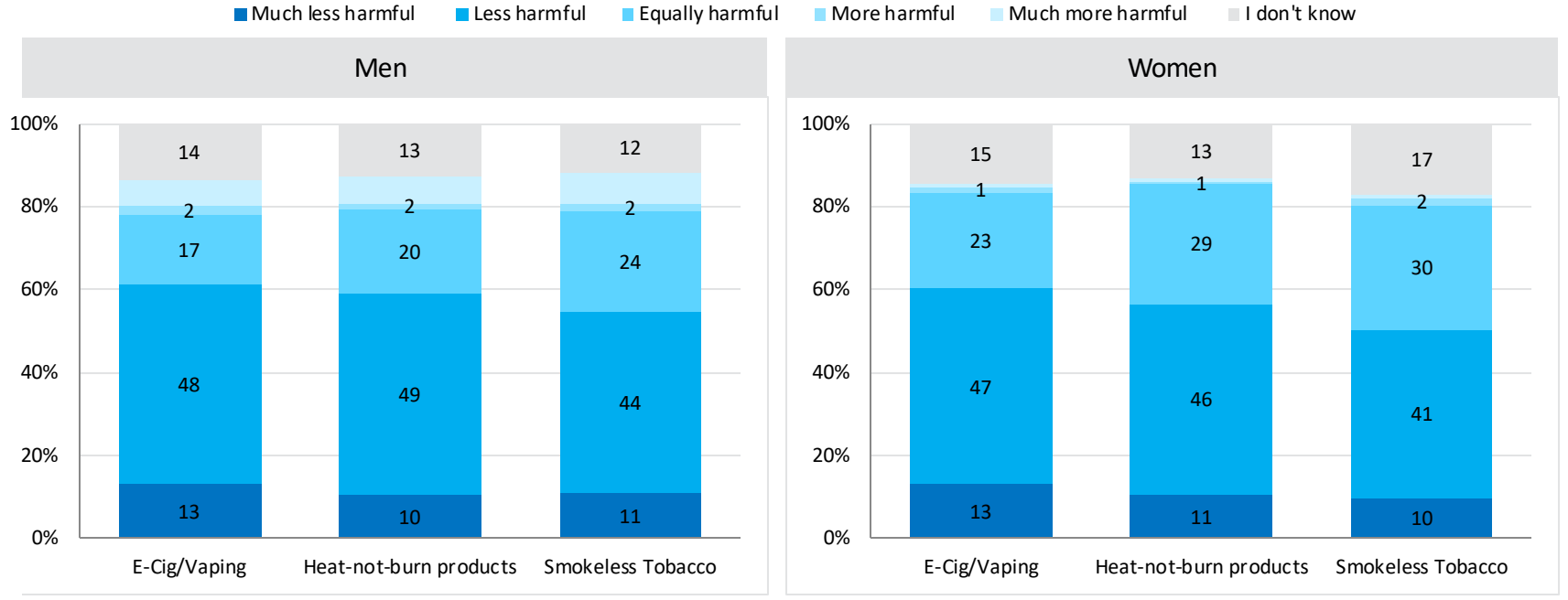


Sample, Those who are aware of the respective products : E – Cig n : 1588 Heat-not-burn products n: 1726 Smokeless tobacco n : 1307

Beliefs and perceptions- Current users/Vapers/Smokers

Among both men and women, the majority consider E-Cig, Heat-not-burn and Smokeless Tobacco as less harmful than smoking tobacco.

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

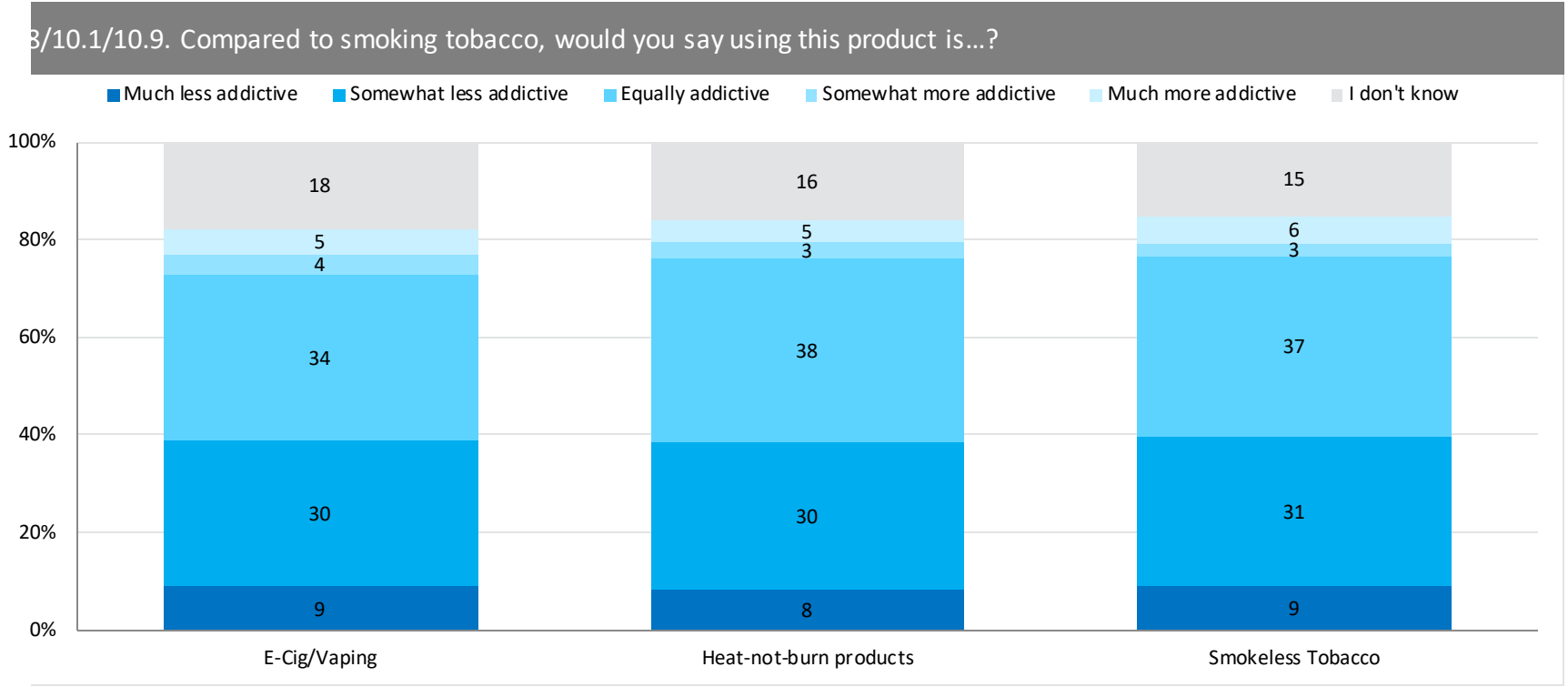


igures are in %

ase : Random Sample, Those who are aware of the respective products: E – Cig Men: n=1080 Women: n=508; Heat-not-burn products Men: n=1163 Women: n=563; Smokeless obacco Men: n=891 Women: n=416

Beliefs and perceptions- Current users/Vapers/Smokers

Around 40% of the current users of tobacco products/ other product users believe E-Cig, Heat-not-burn products & Smokeless Tobacco is less addictive than smoking tobacco.

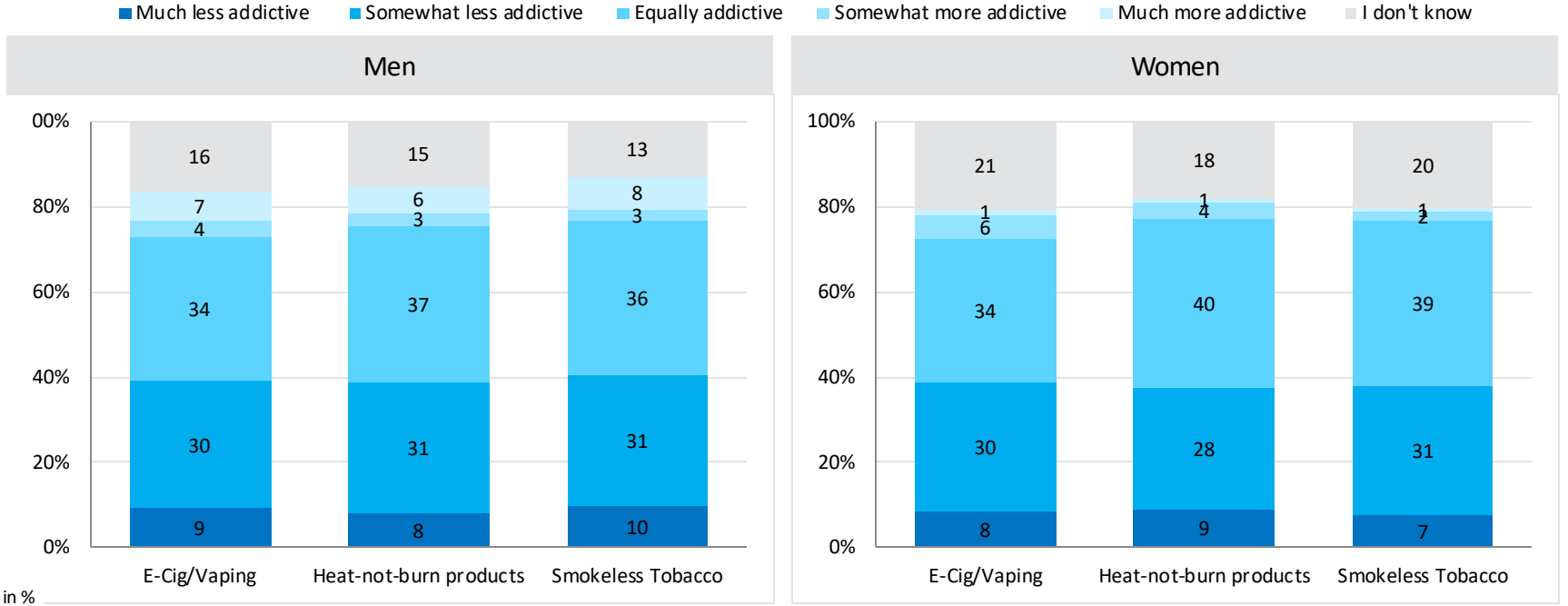


ample, Those who are aware of the respective products : E – Cig n : 1588 Heat-not-burn products n: 1726 Smokeless tobacco n : 1307

Beliefs and perceptions- Current users/Vapers/Smokers

Among both Men and Women current users/smokers/ vapers, around 40%-50% believe E-Cig, Heat-not-burn products & Smokeless Tobacco are less addictive than smoking tobacco.

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



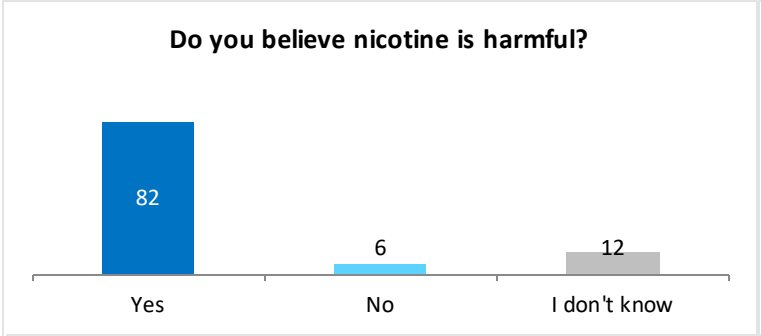
igures are in %

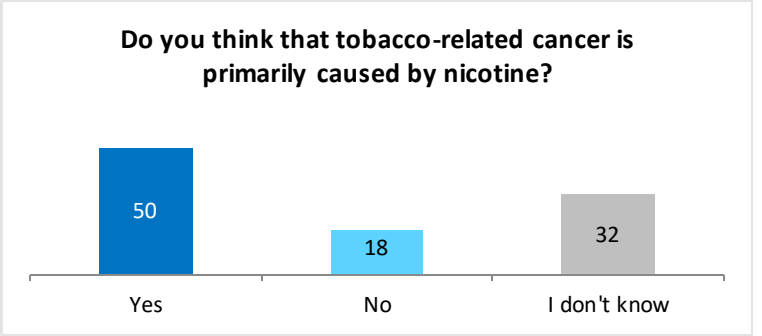
ase : Random Sample, Those who are aware of the respective products: E – Cig Men: n=1080 Women: n=508; Heat-not-burn products Men: n=1163 Women: n=563; mokeless tobacco Men: n=891 Women: n=416

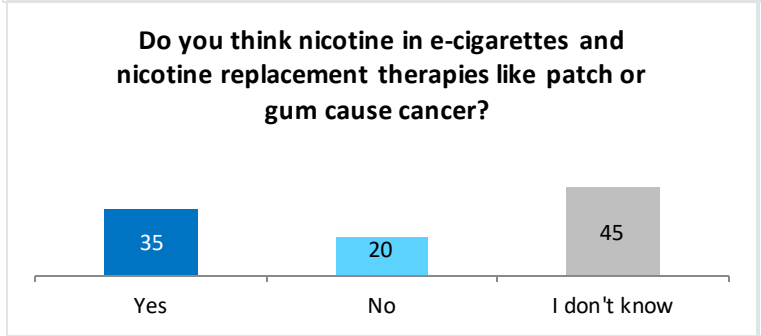
Risk perception of Nicotine - Current users/Vapers/Smokers

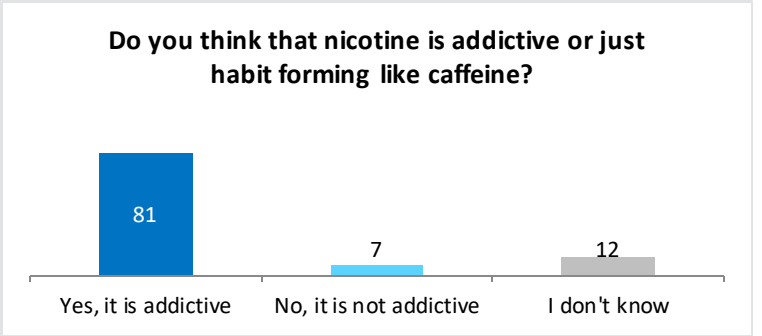
The majority of the Current users/ vapers/ smokers believe nicotine is harmful and addictive. 50% of Current users/vapers/smokers think that tobacco-related cancer is primarily caused by Nicotine, while every 3 out of 10 current users/vapers/smokers don't know about it.

Nicotine





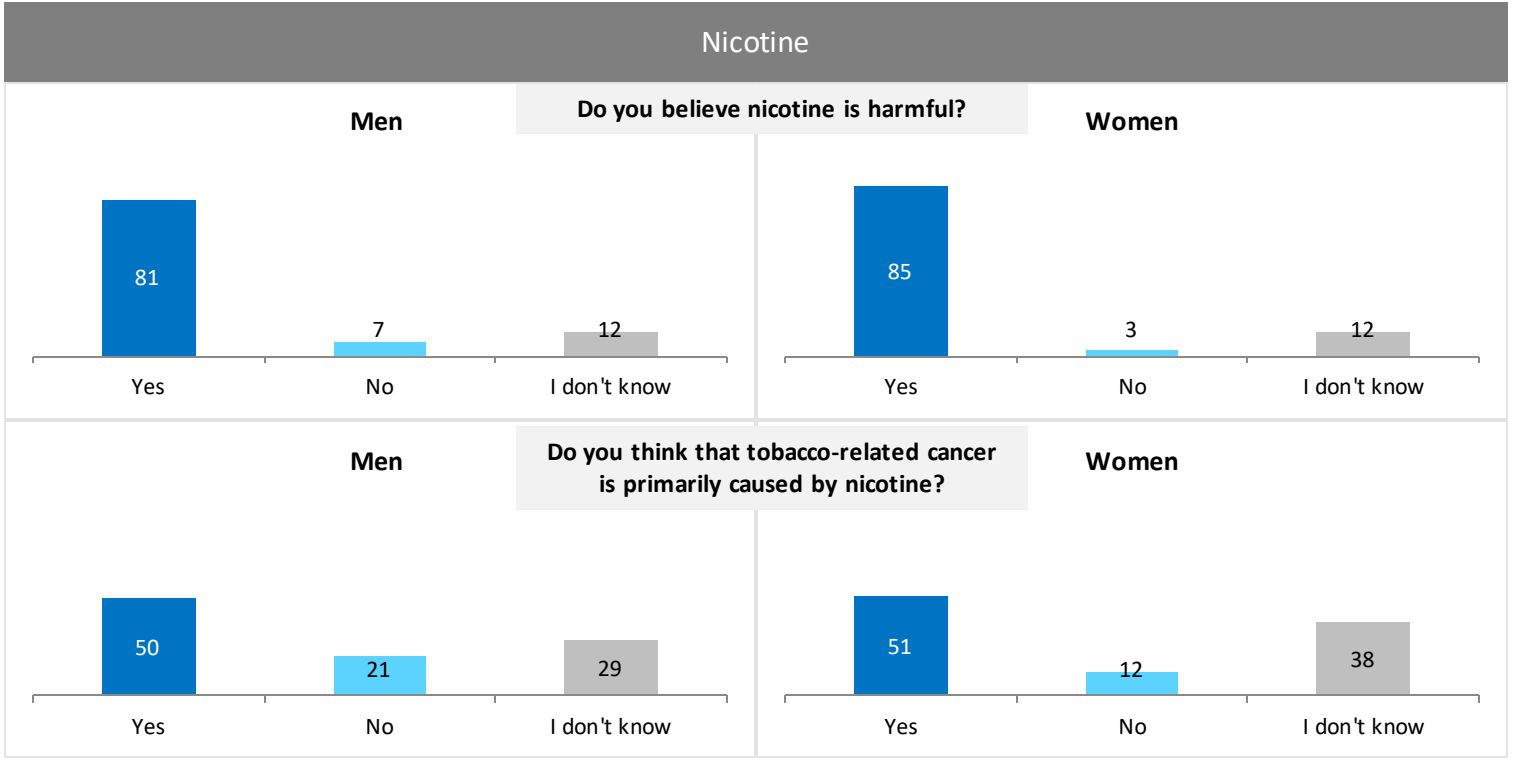




Sample, Current Users of tobacco products/ other products : n= 1761

Risk perception of Nicotine - Current users/Vapers/Smokers

Among both men and women current users/ vapers/smokers, the majority believes nicotine is harmful.

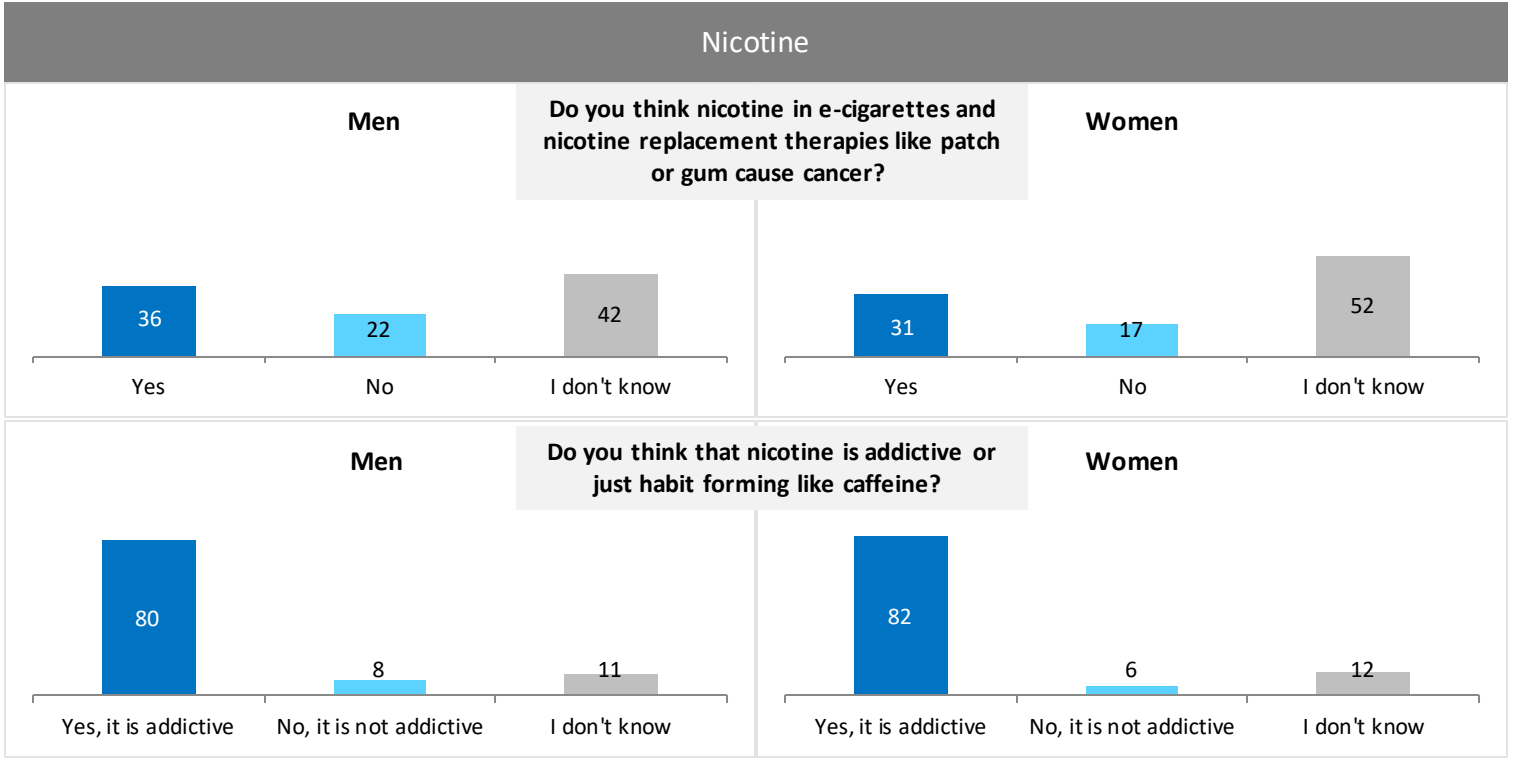


s are in %

Random Sample, Current Users of tobacco products/ other products Men : n= 1183 Women : n=578

Risk perception of Nicotine - Current users/Vapers/Smokers

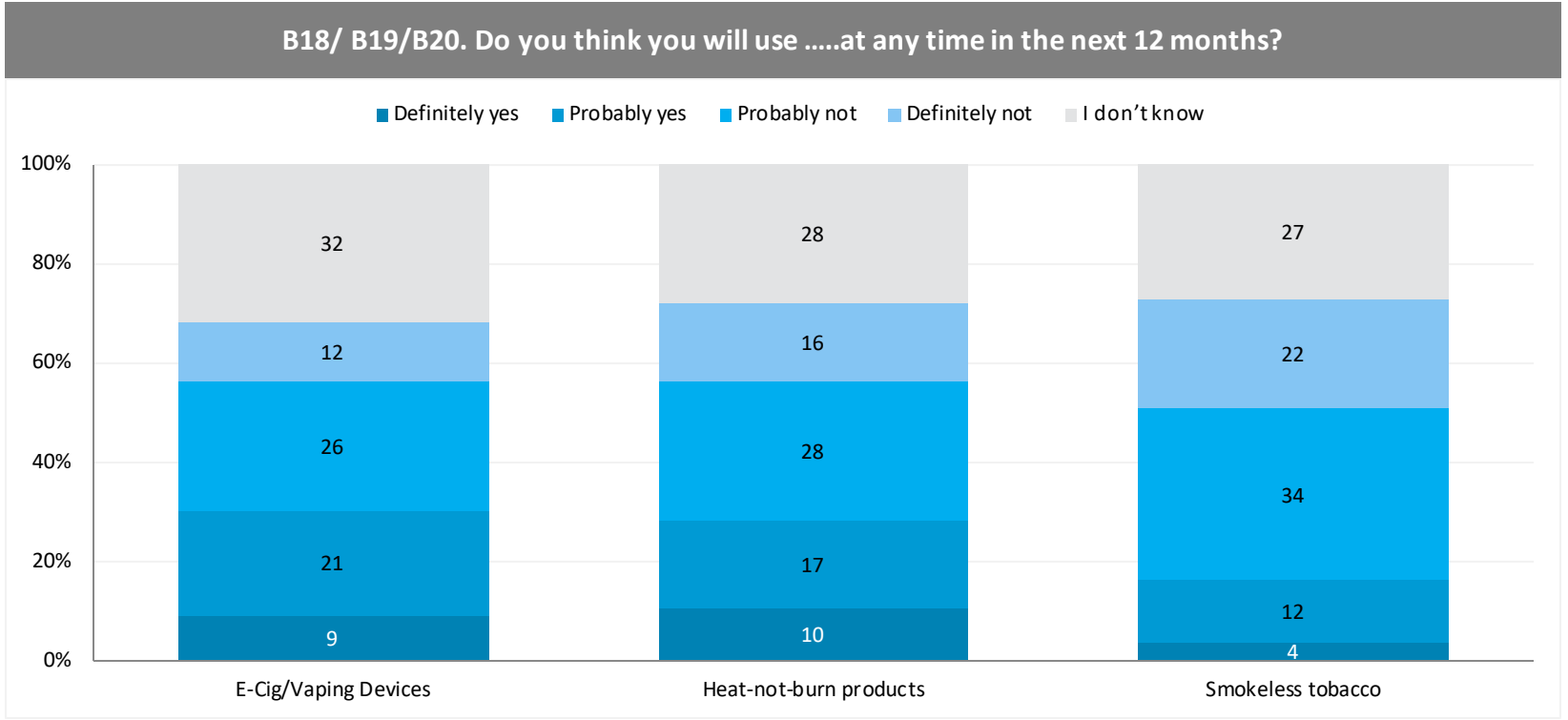
Among both men and women, the majority of the people believe nicotine is addictive.
42% of Men current users and 52% of Women Current users do not know whether nicotine in e-cig/nicotine replacement therapies cause cancer or not.



s are in %
Random Sample, Current Users of tobacco products/ other products Men : n= 1183 Women : n=578

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

The current users/smokers/vapers who are not currently using E-Cig, Heat-not-burn products or Smokeless Tobacco; approximately 30% of them are willing to use E-Cig and Heat-not-burn products in the next 12 months. Only 16% are considering using Smokeless Tobacco.



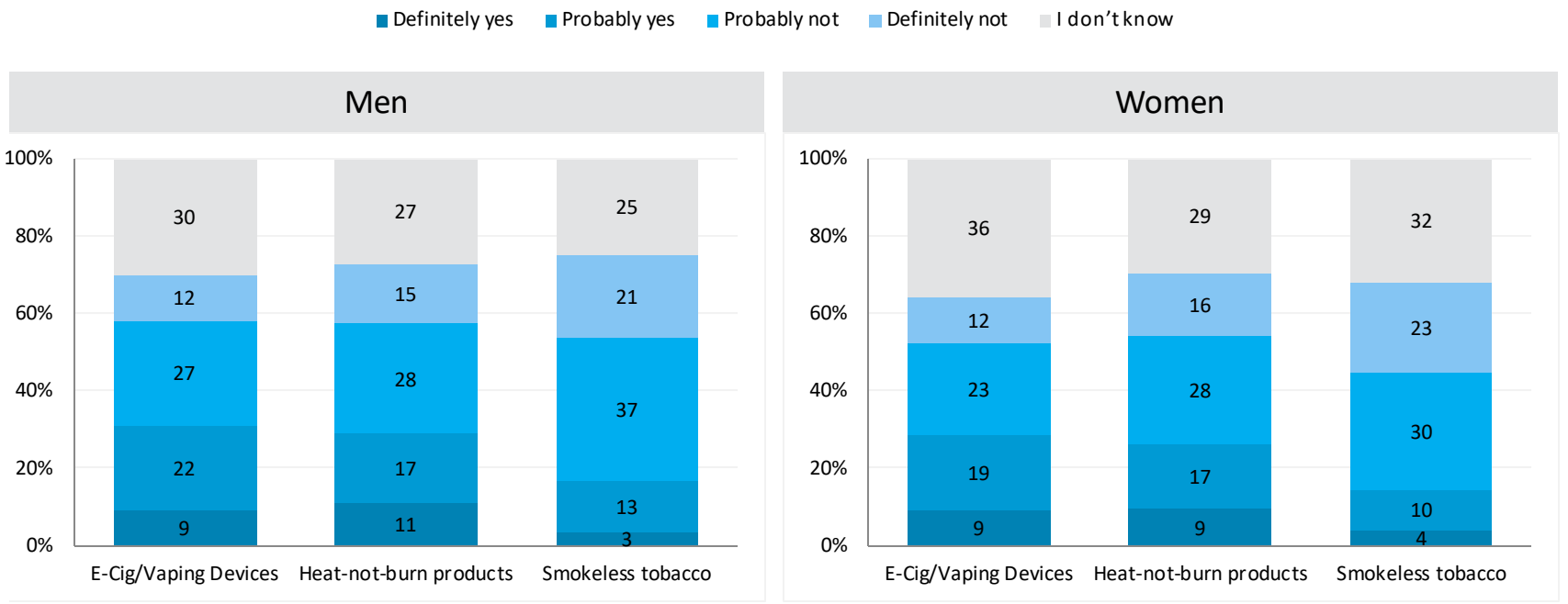
%

Sample, Tobacco users/ other product users who are non users of E-Cig n: 1390, non users of Heat-not-burn products n: 1099, non users of smokeless tobacco n:1670

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

Among both men and women, current users/ vapers/smokers who are not currently using E-Cig, Heat-not-burn products or Smokeless Tobacco; around 30% of them are willing to use E-Cig and Heat-not-burn products in the next 12 months.

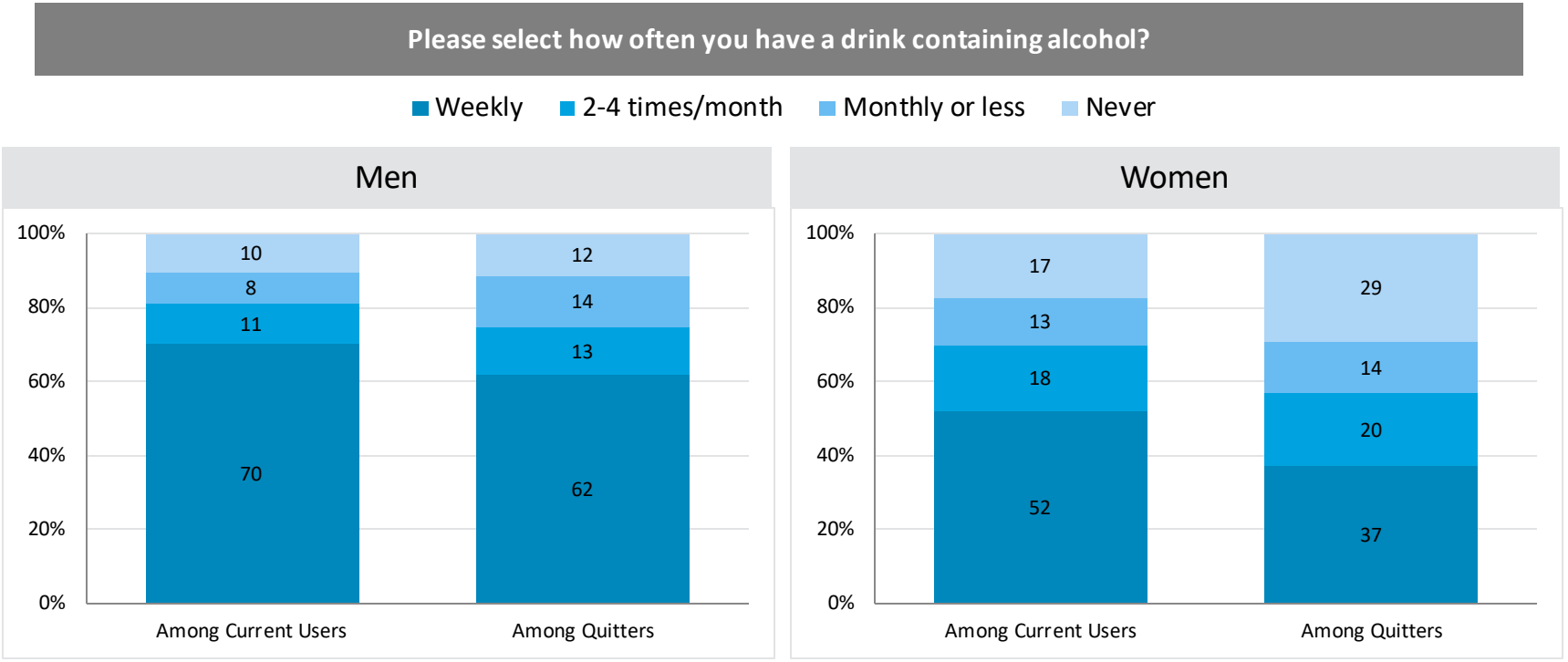
B18/ B19/B20. Do you think you will use …..at any time in the next 12 months?



Figures are in %
Base : Random Sample, Tobacco users/ other product users who are non users of E- Cig Men: n=911 Women: n=479, non users of Heat-not-burn products Men: n=721 Women: n=378, non users of smokeless tobacco Men: n=1107 Women n=563

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.



Note: Among Quitters: Data is for past consumption prior to quitting
Figures are in %
Base : Random Sample, Current Users of tobacco products Men : n= 1183 Women : n=578, Quitters Men : n = 320 Women : n = 146

4.3 Quitting and Quitters

Profile Comparison

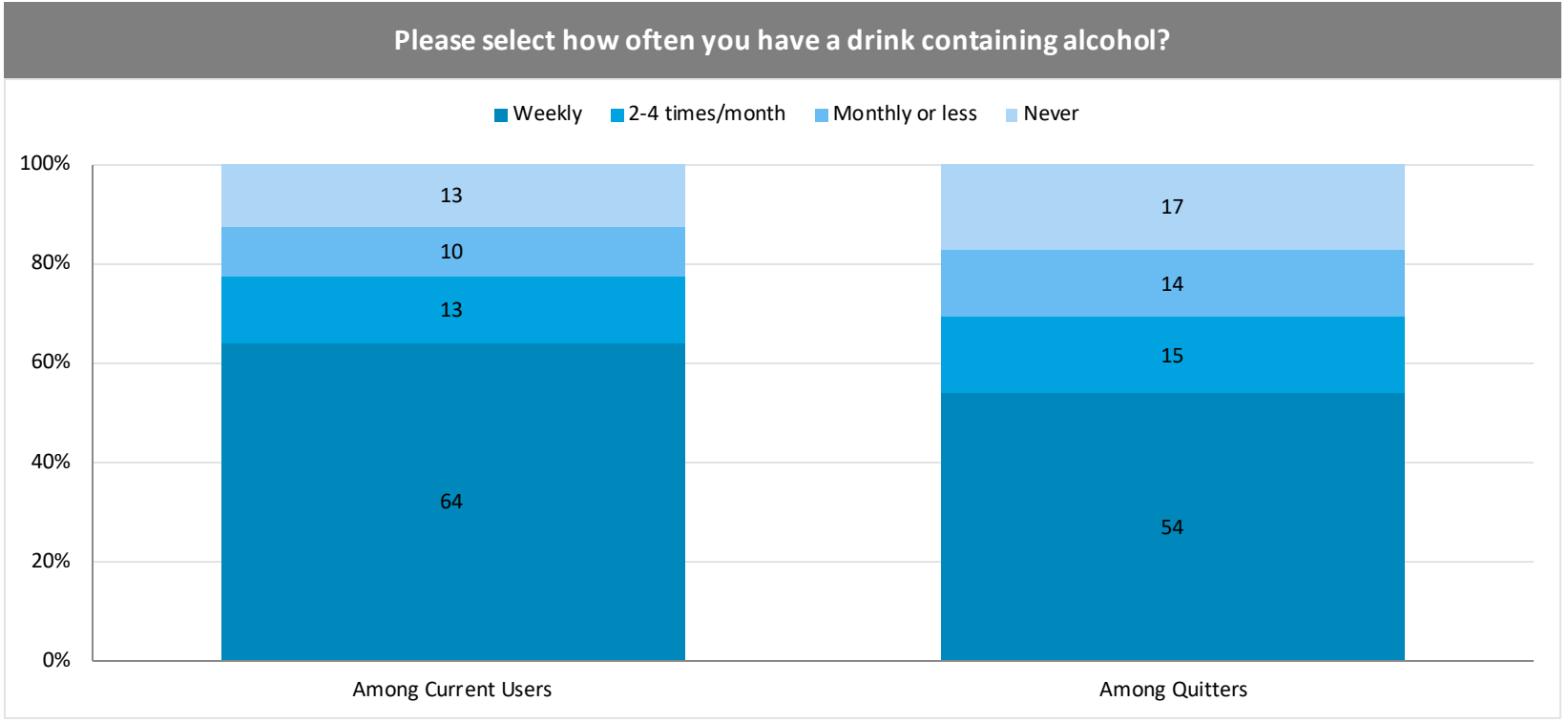
Relatively more number of Quitters fall among the age group of 51-69 years.

Profile of current users and quitters		
	Current Users/ Vapers/ Smokers	**Quitters** (who quit tobacco in last 5 years)
Base	**1761**	**466**
Men	67	69
Women	33	31
20-24 yrs	3	3
25-35yrs	15	8
36-50yrs	37	32
51- 69 yrs	45	57
Rural	2	3
Small Town	35	41
Large Town	61	54

Figures are in %
Base : Random Sample, Current Users of tobacco products : n= 1761, Quitters n=466

Comparison between Among Current Users/ Vapers/ Smokers & Quitters

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



ong Quitters: Data is for past consumption prior to quitting
e in %
ndom Sample, Current Users of tobacco products : n= 1761, Quitters n=466

Usage Comparison

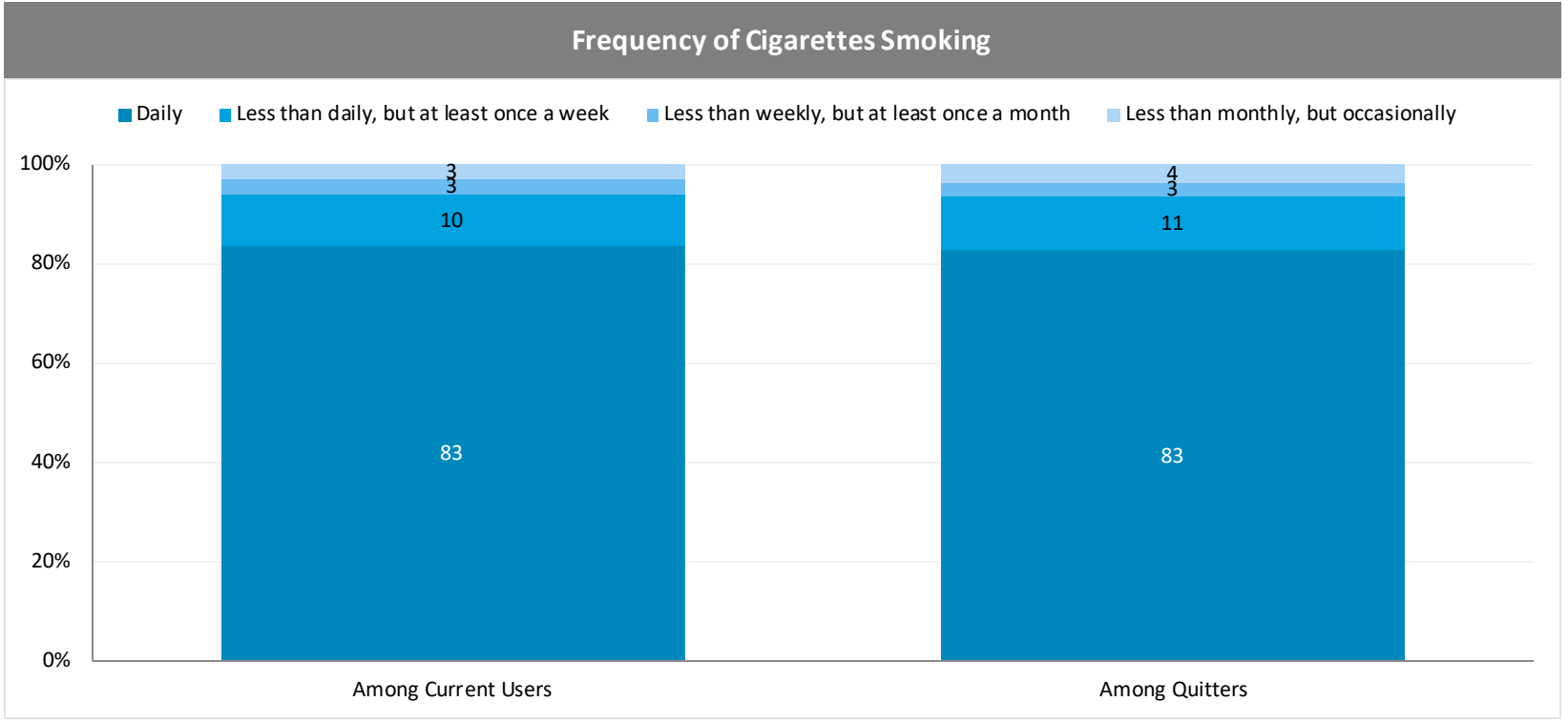
Among quitters, usage of Cigarettes was relatively more than among current users/ vapers/ smokers, whereas usage of E-Cig was relatively more among Current Users.

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	**1761**	**466**
Cigarettes	83	95
Rolled Cigarettes	5	3
Electronic cigarettes/vaping devices with nicotine	17	5
Capsule/Flavored cigarettes	6	2
Tubed Cigarettes	5	2
Electronic cigarettes/vaping devices without nicotine	11	5
Nicotine gum	6	5
Nicotine patch	4	4

Note: Among Quitters: Data is for past consumption prior to quitting
Figures are in %
Base : Random Sample, Current Users of tobacco products : n= 1761, Quitters n=466

Frequency of Smoking Comparison

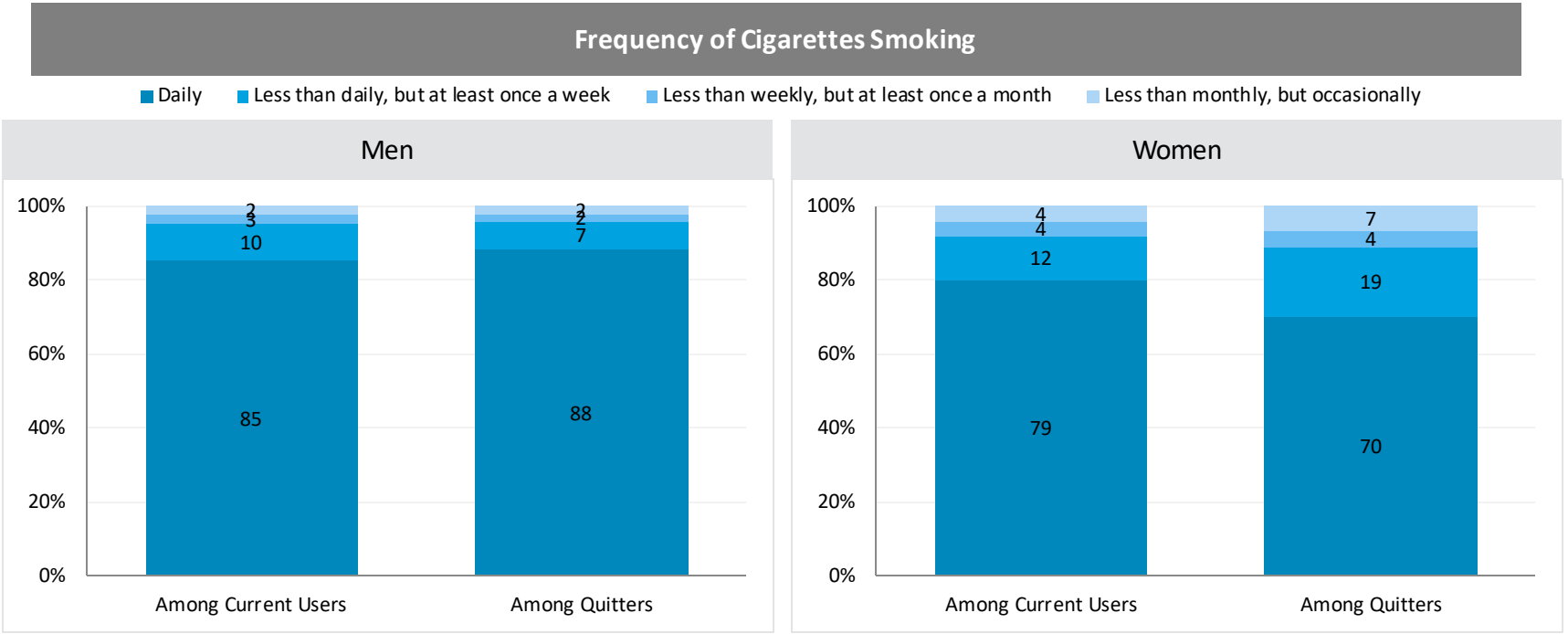
A similar level of daily usage of Cigarettes noticed between Current Smokers and Quitters.



ong Quitters: Data is for past consumption prior to quitting
'e in %
ndom Sample, Current Users of Factory made Cigarettes : n= 1457, Quitters n=441

Frequency of Usage Comparison

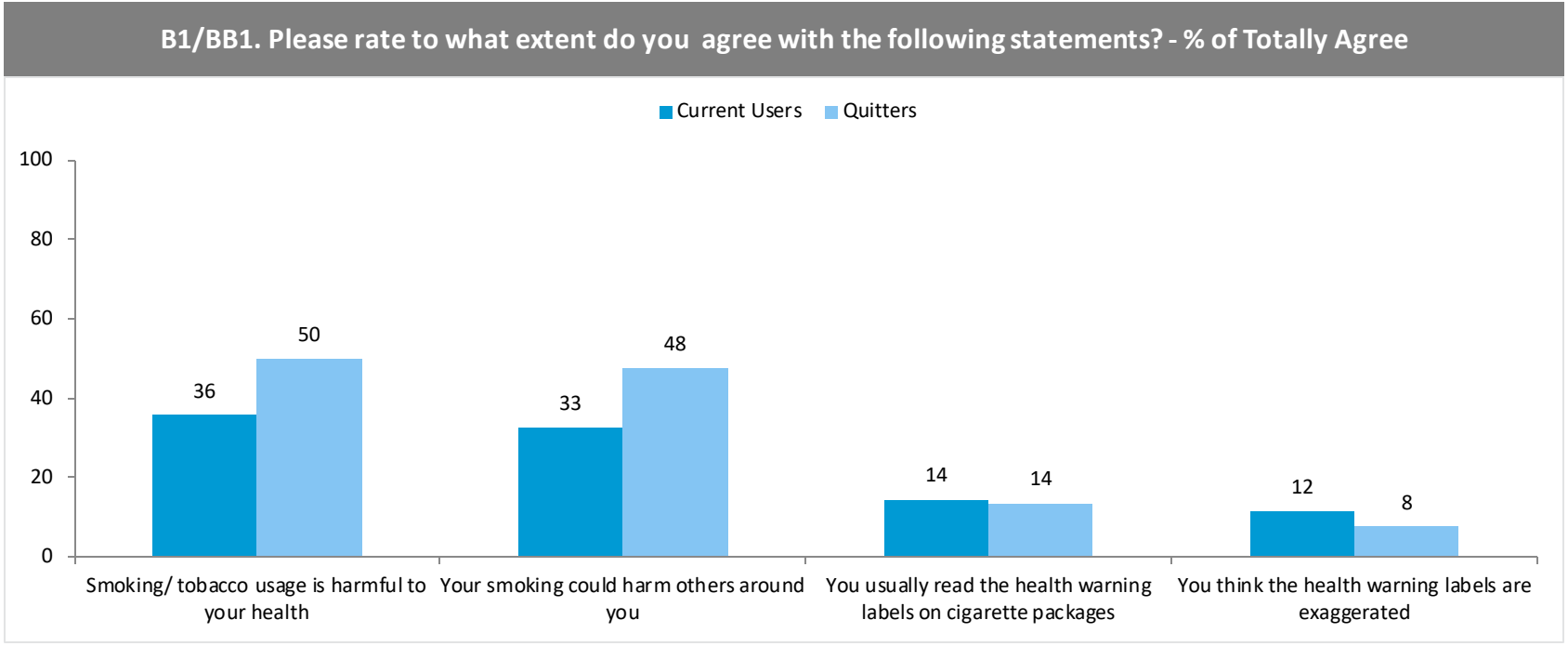
Among both men and women, a similar level of daily usage of Cigarettes noticed between Current Smokers and Quitters.



Note: Among Quitters: Data is for past consumption prior to quitting
Figures are in %
Base : Random Sample, Current Users of Factory made Cigarettes Men : n = 999 Women : n=458, Quitters Men : n = 307 Women : n=134

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

Smoking Tobacco is considered more harmful for the smoker as well as others around him/her among Quitters compared to Current Users.

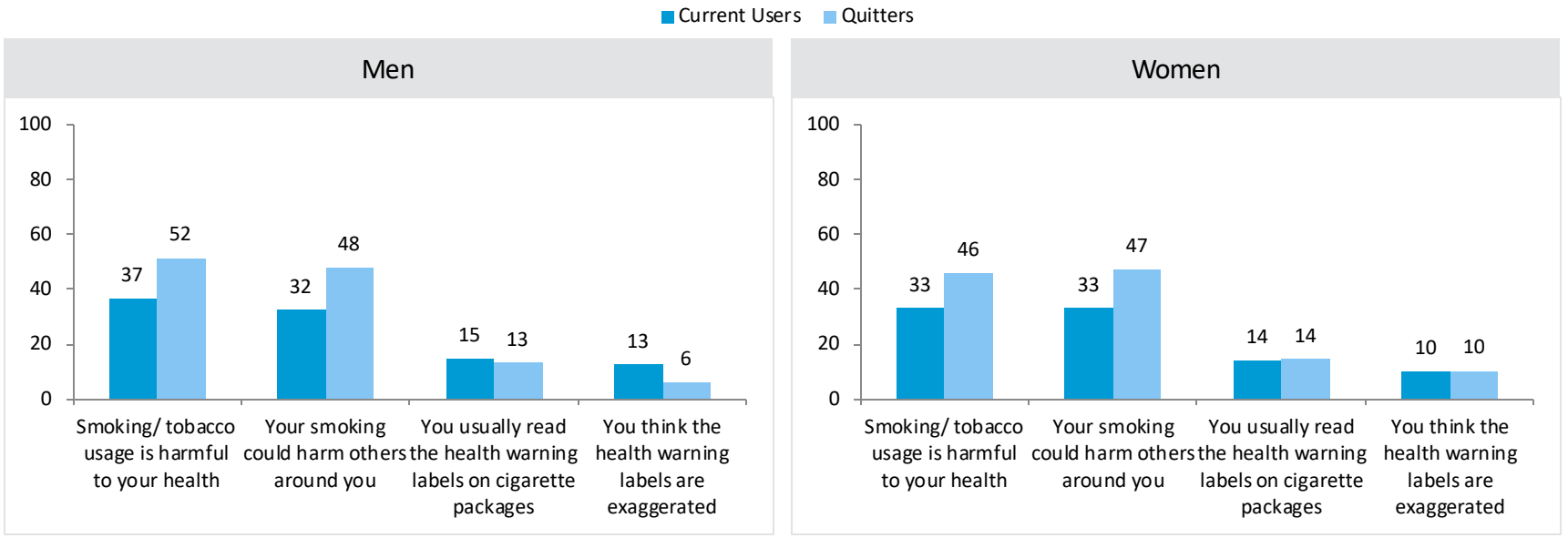


Figures are in %
Base : Random Sample, Current Users of tobacco products/ other products : n= 1761 Quitters : n=466

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

Among both men and women, Smoking Tobacco is considered more harmful for the smoker as well as others around him/her among Quitters compared to Current Users.

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



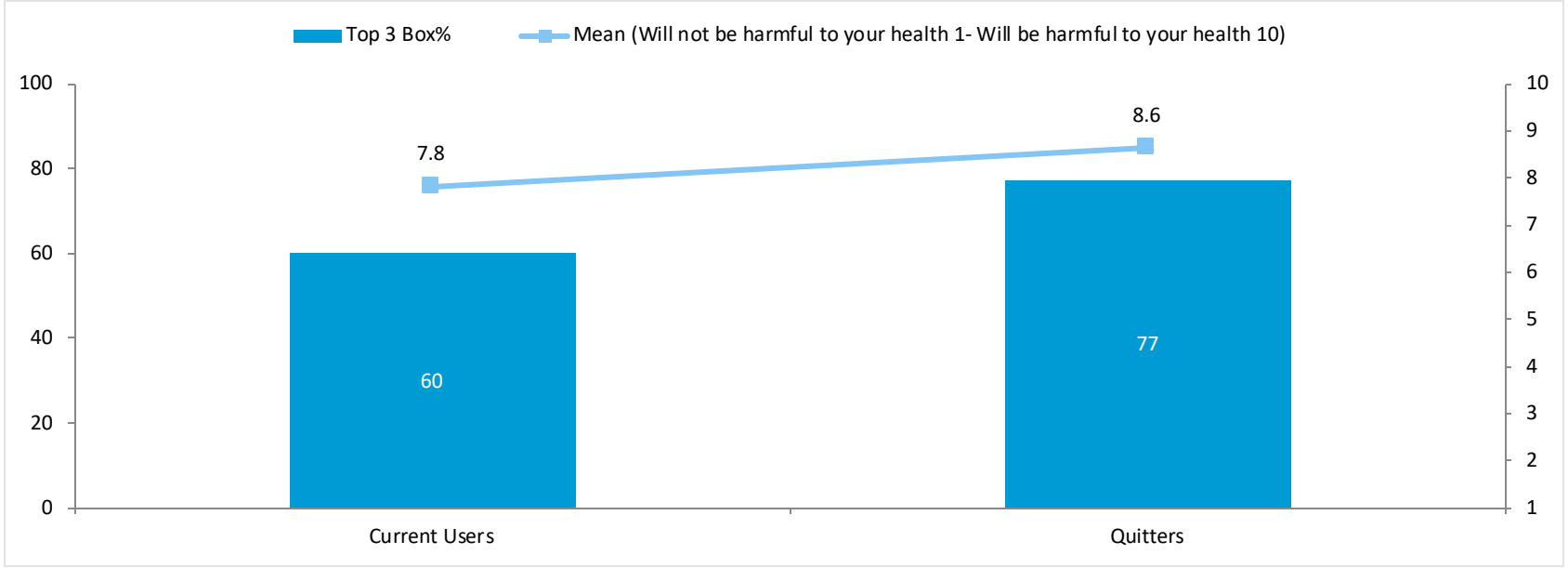
Figures are in %

Base : Random Sample, Current Users of tobacco products/ other products Men : n= 1183 Women : n=578, Quitters Men : n = 3 20 Women : n=146

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

Quitters consider smoking tobacco to be relatively more harmful (77%) to their health than Current Users (60%).

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)



%: 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 %

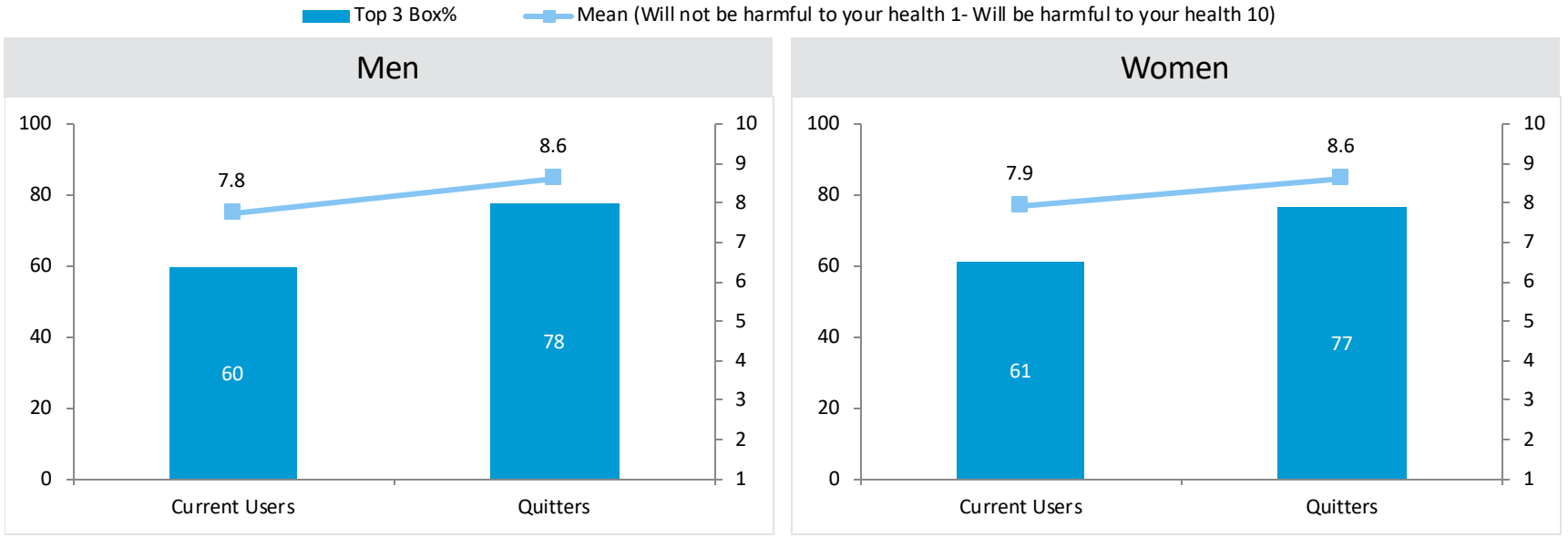
Base : Random Sample, Current Users of tobacco products/ other products : n= 1761 Quitters : n=466

B3/BB3. 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?

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.

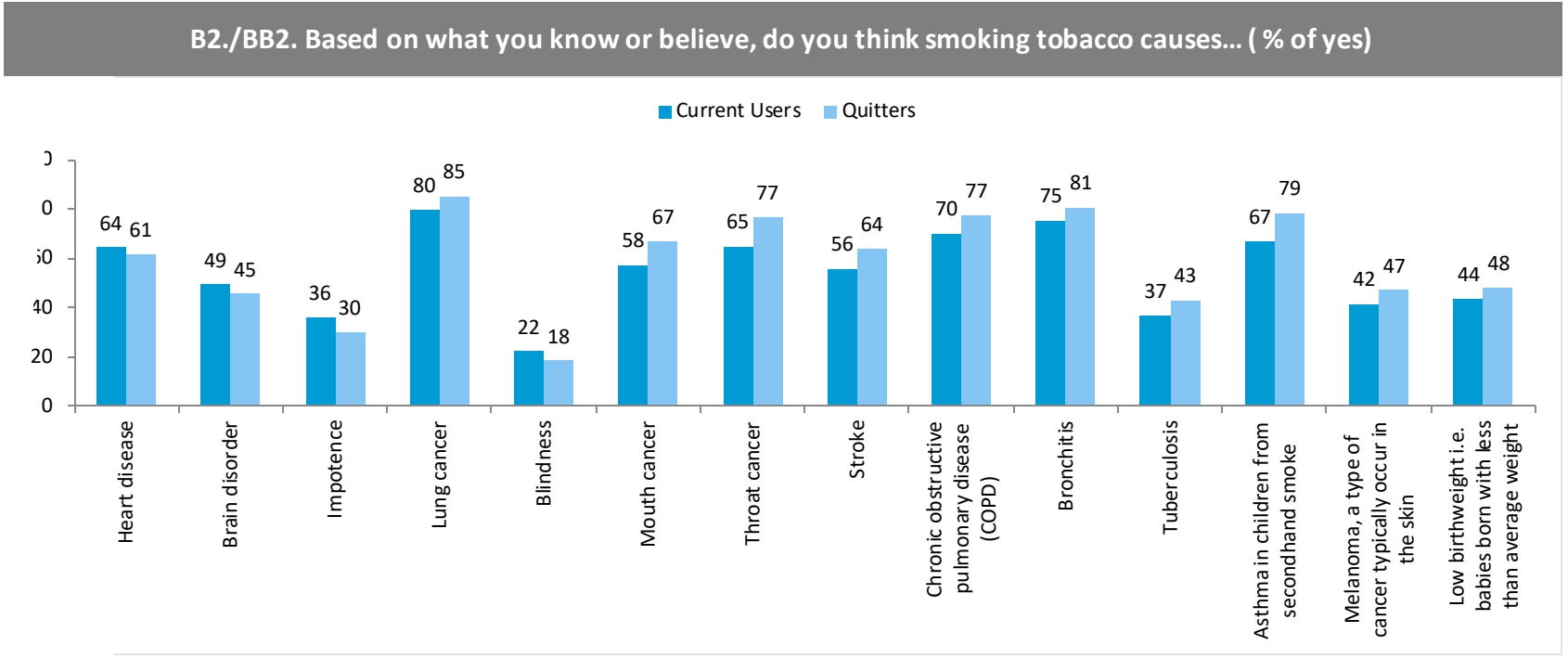
B3./BB3. On a scale from 1 to 10, to what extent do you think a moderate daily use of the Cig. can harm your health? (Will not be harmful to your health 1 – Will be harmful to your health 10)



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= 1183 Women : n=578, Quitters Men : n = 320 Women : n=146
B3/BB3. 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?

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

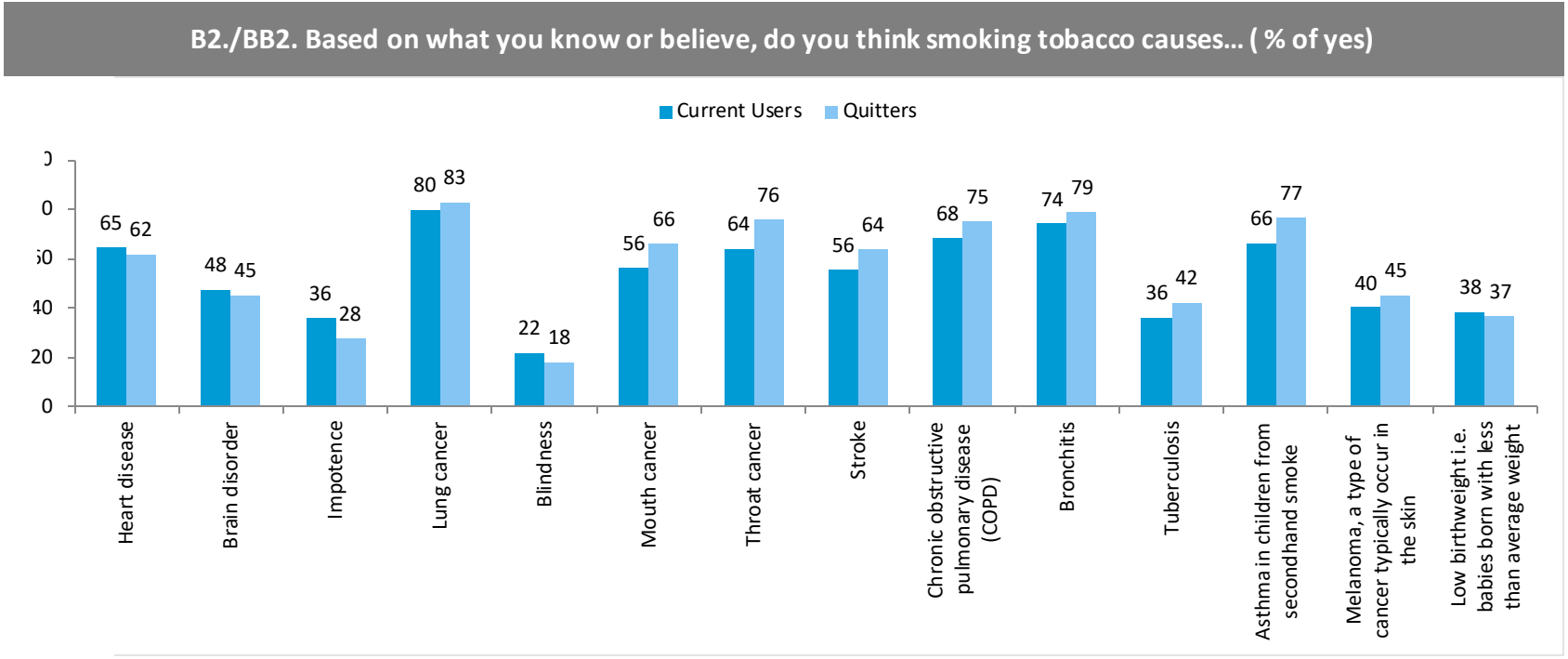
Relatively more Quitters believe smoking tobacco causes Mouth Cancer, Throat Cancer & Asthma in children from secondhand smoke.



Figures are in %
Base : Random Sample, Current Users of tobacco products/ other products : n= 1761 Quitters : n=466

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

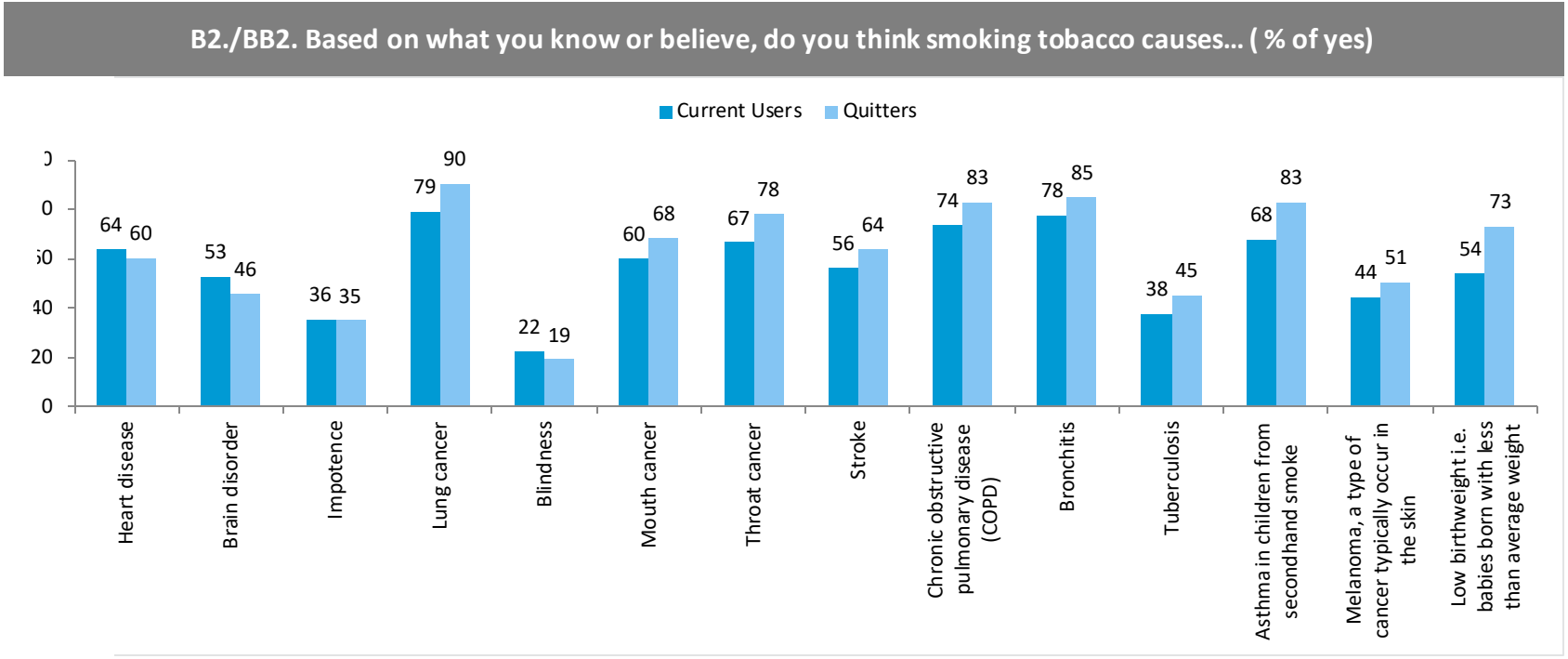
Among men, relatively more quitters believe smoking tobacco causes Mouth Cancer, Throat Cancer & Asthma in children from secondhand smoke.



Figures are in %
Base : Random Sample, Current Users of tobacco products/ other products Men : n= 1183, Quitters Men : n = 320

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

Relatively more women believe smoking tobacco causes Low birthweight compared to men.



Figures are in %

Base : Random Sample, Current Users of tobacco products/ other products Women : n=578, Quitters Women : n=146

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

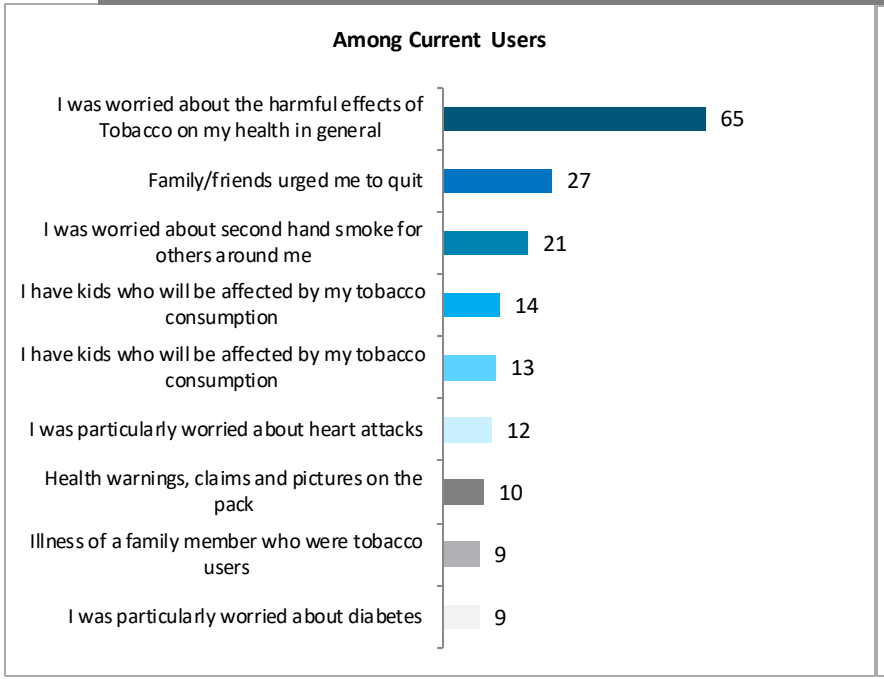
The majority claimed that they have attempted to quit tobacco/other products. Planning to quit is relatively noticed more among 25-35 yrs consumers (55%).

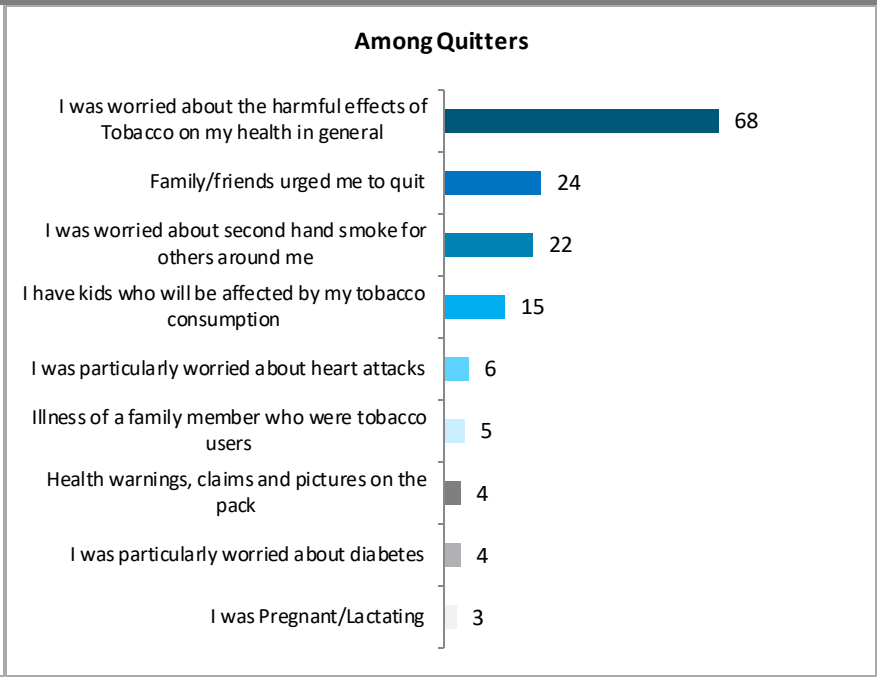
B14. Have the current users attempted to quit or not? B16. Are they planning to quit or not?

	All Current Users	Men	Women	18-24yrs	25-35yrs	36-50 yrs	51-70 yrs	Rural area or village	Small or middle sized town	Large town
		%	%	%	%	%	%	%	%	%
n	1761	1183	578	55	269	645	792	44	619	1077
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	**66**	65	67	60	75	67	62	55	66	66
No	**34**	35	33	40	25	33	38	45	34	34
B16.Are you planning to quit smoking/ using tobacco products?										
Yes	**25**	25	26	33	46	23	20	25	24	26
No	**38**	39	36	31	25	41	41	32	37	39
I don't know	**36**	35	37	35	28	35	39	39	39	34
I prefer not to answer	**1**	1	1	2	1	1	0	5	1	1

Figures are in %
Base : Random Sample, Current users

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



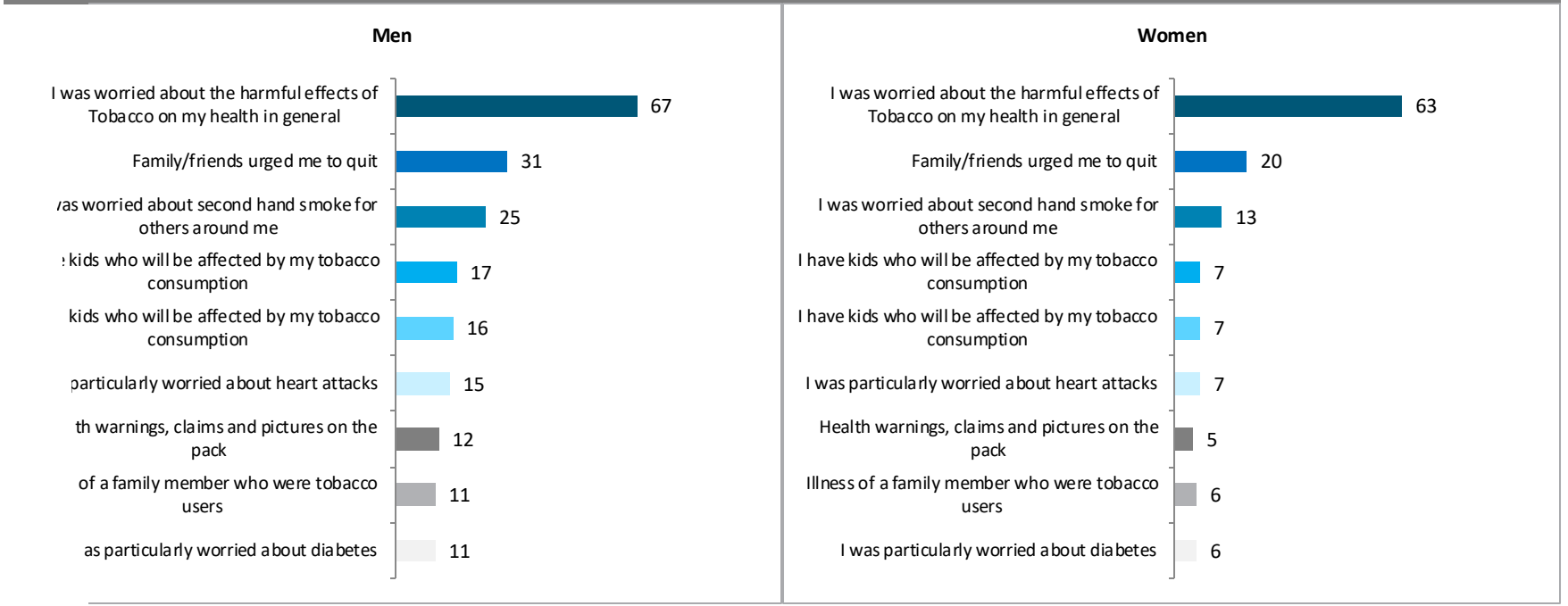


le, Current Users who attempted to quit: n= 1154, Quitters n=466

Reasons For Quitting - Among Current Users/Smokers/Vapers

Among both men and women, worry about the harmful effects of tobacco on health and family/friend's suggestions are the main reasons for attempting to quit.

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



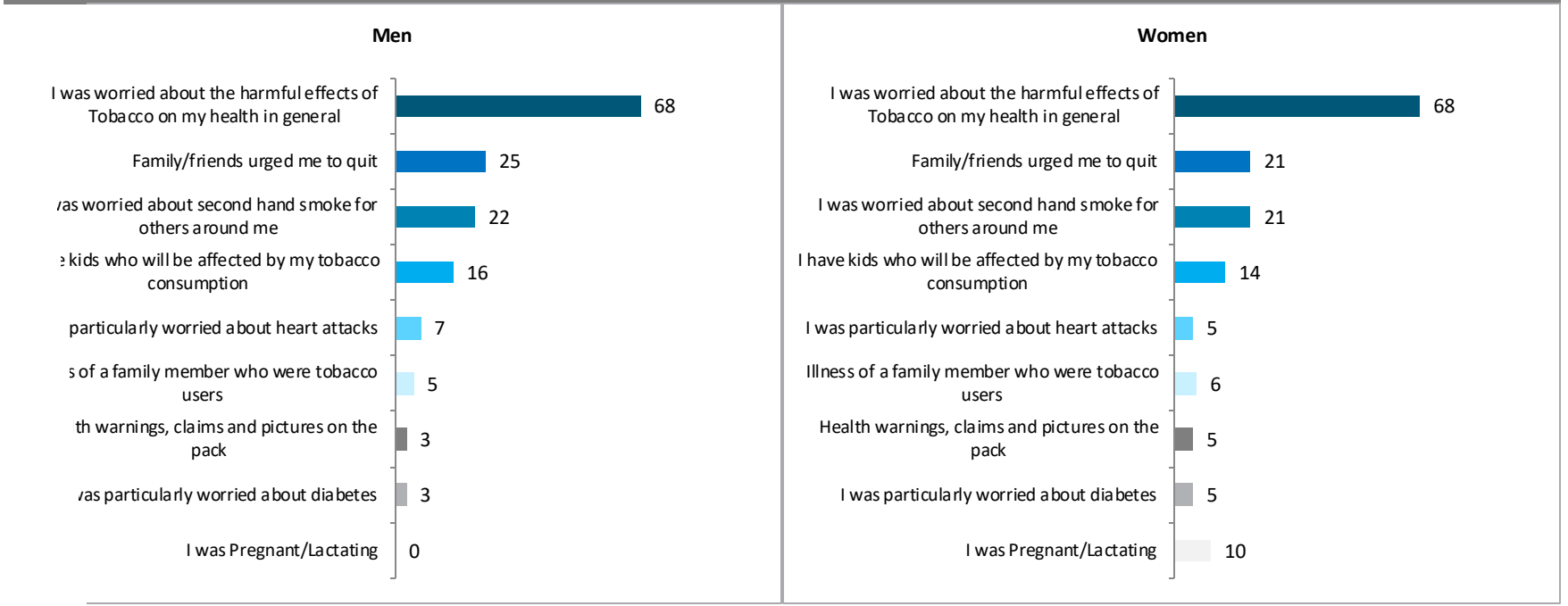
Figures are in %

Base : Random Sample, Current Users who attempted to quit Men : n = 766 Women : n=388

Reasons For Quitting - Among Quitters

Among both men and women, worry about the harmful effects of tobacco on health and family/friend's suggestions are the main reasons for quitting.

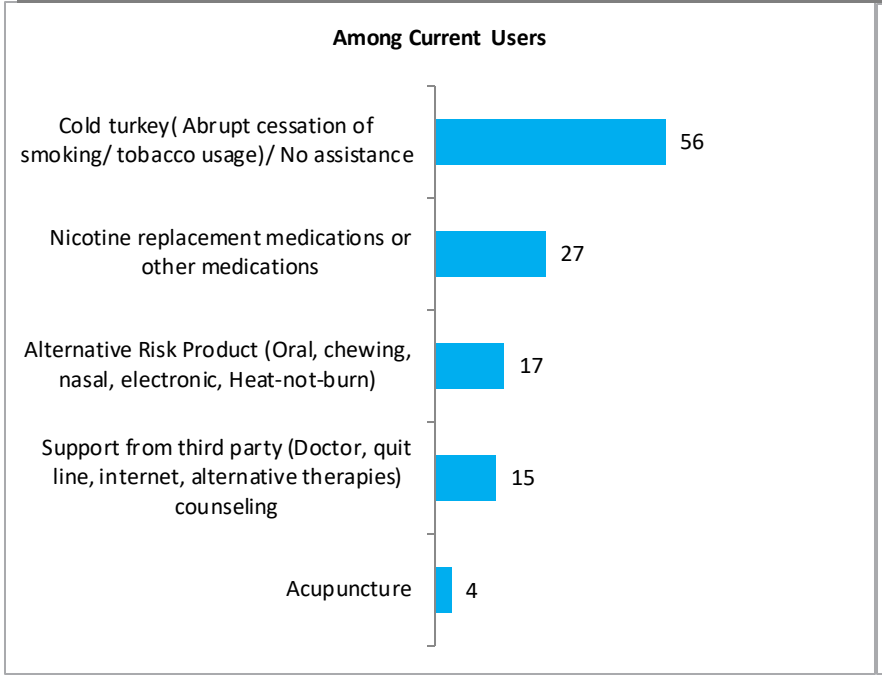
BB 14.5 What were the reasons behind your decision to quit tobacco/nicotine consumption?

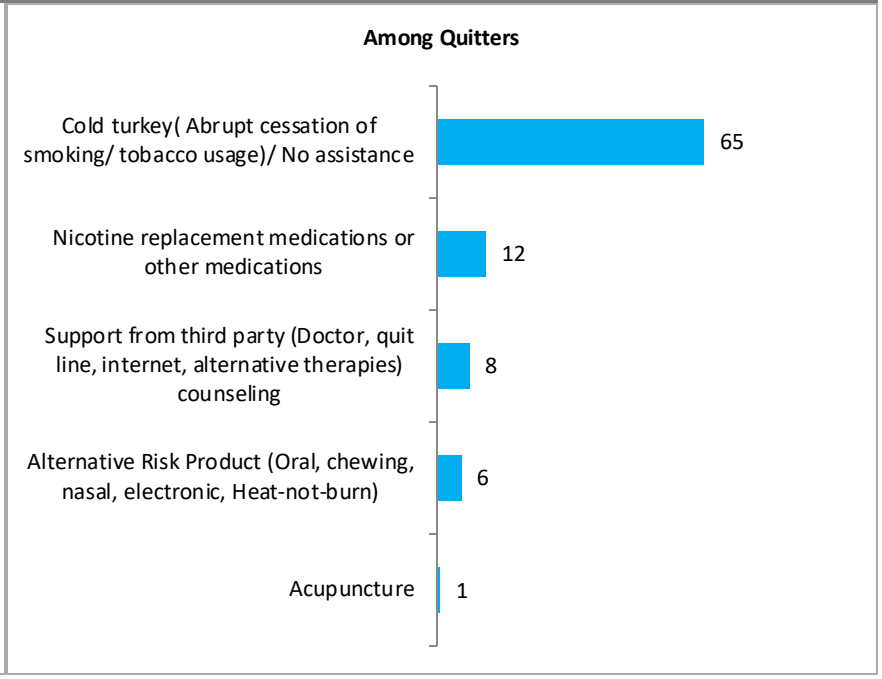


Figures are in %
Base : Random Sample, Current Users who attempted to Quitters Men : n = 320 Women : n=146

Cold Turkey followed by Nicotine replacement therapy are the major means of quitting.

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

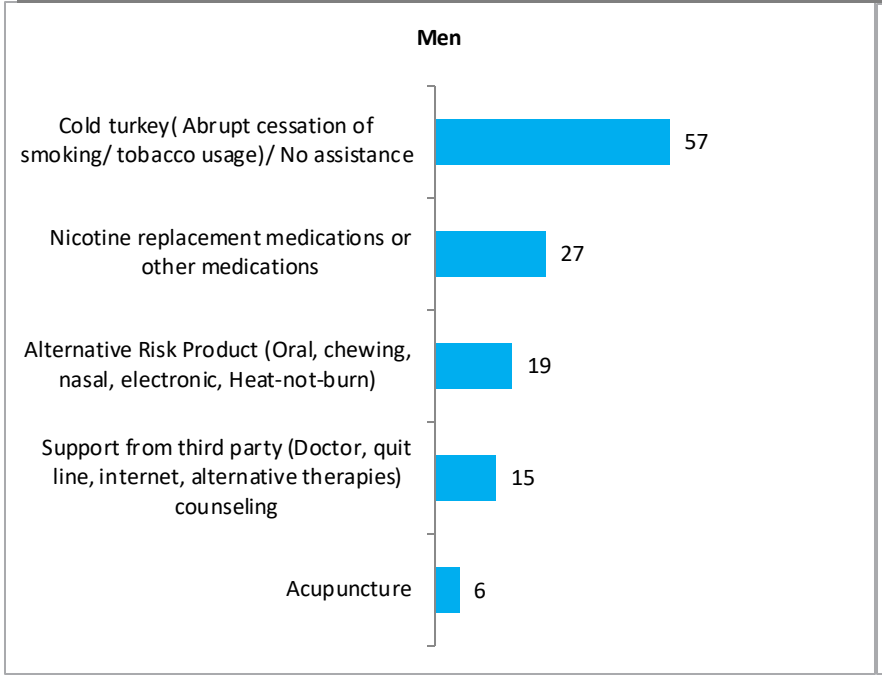


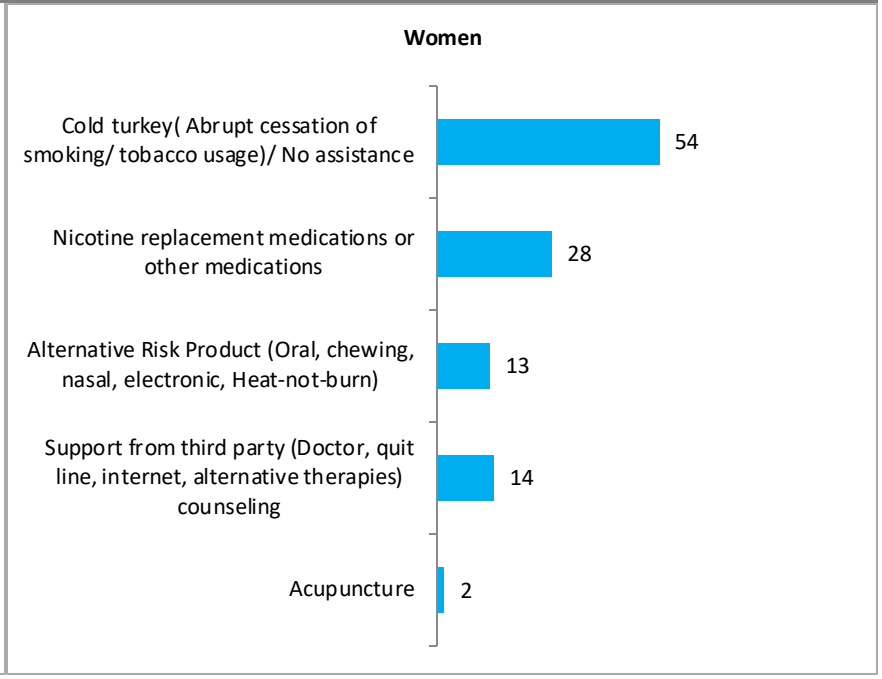


in %
om Sample, , Current Users who attempted to quit: n= 1154, Quitters n=466

Among both men and women, Cold Turkey followed by Nicotine replacement therapy are the major means of attempting to quit.

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



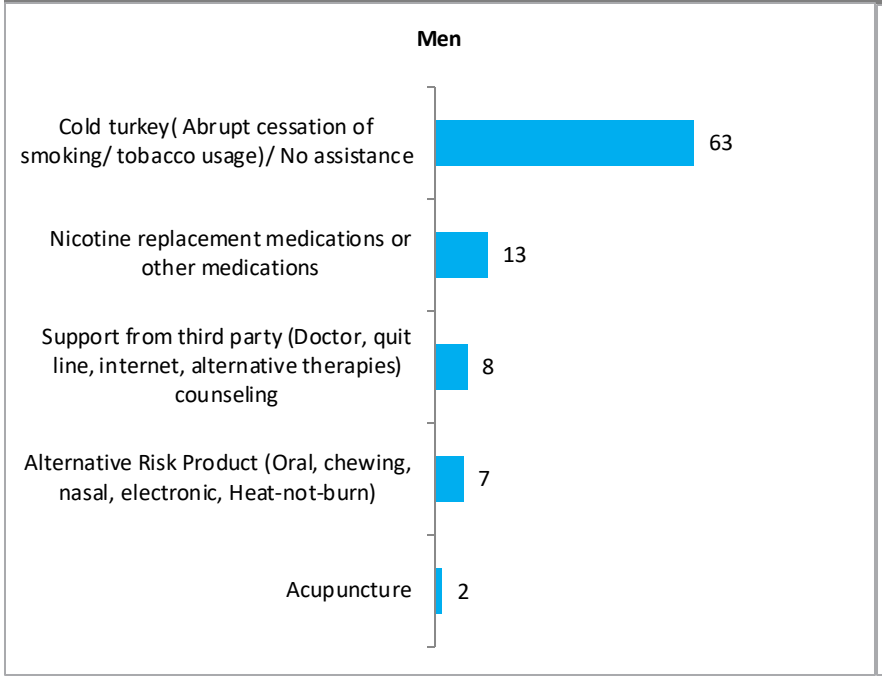


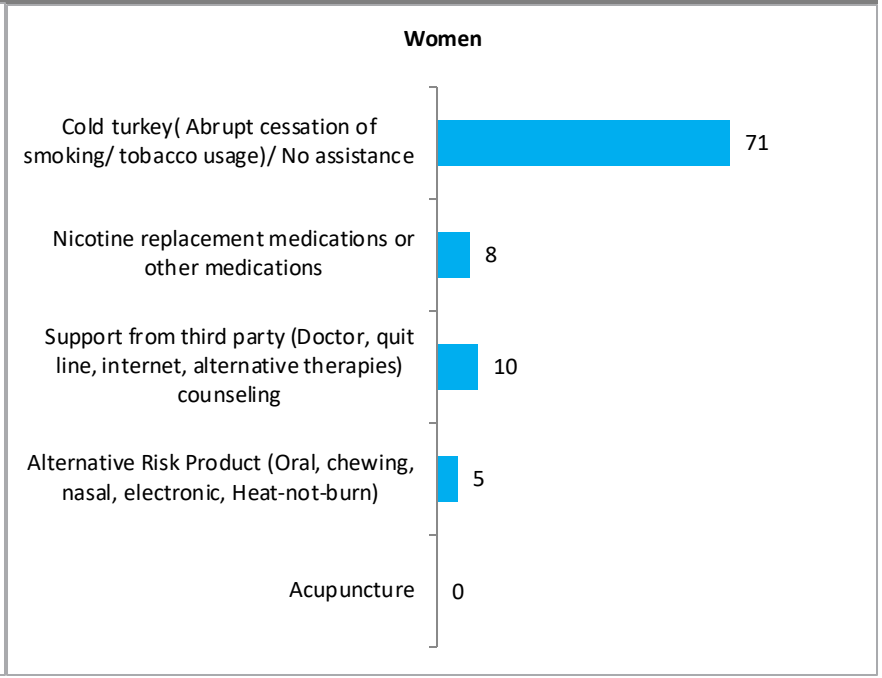
in %
om Sample, , Current Users who attempted to quit Men : n = 766 Women : n=388

Ways Adapted For Quitting - Among Quitters

Cold Turkey followed by Nicotine replacement therapy are the major means of quitting. Cold Turkey is a comparatively larger means of quitting among women.

BB.15 How did you quit smoking/ using of tobacco/nicotine products?



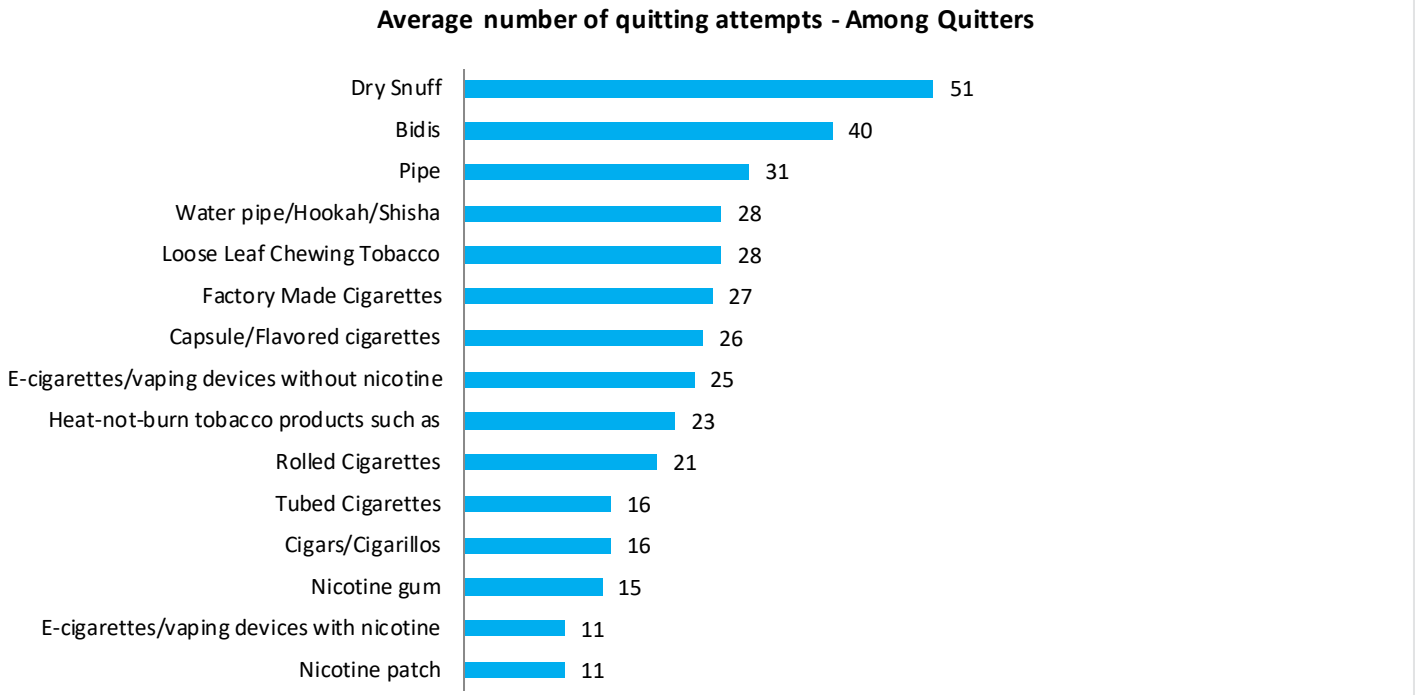


Figures are in %
Base : Random Sample, , Current Users who attempted to Quitters Men : n = 320 Women : n= 146

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?

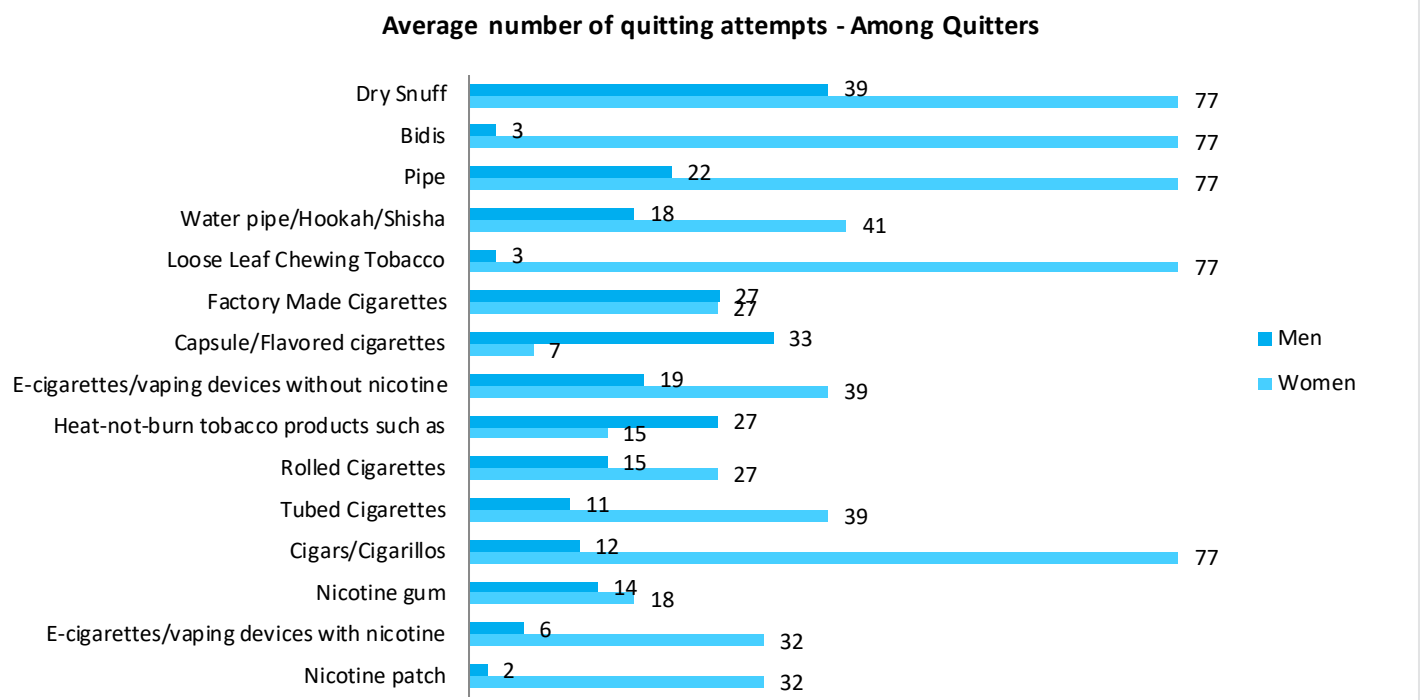


s: n=466

Quitting Attempts by products : Among Quitters

Across products, average attempts at quitting are more among women.

succeeded?

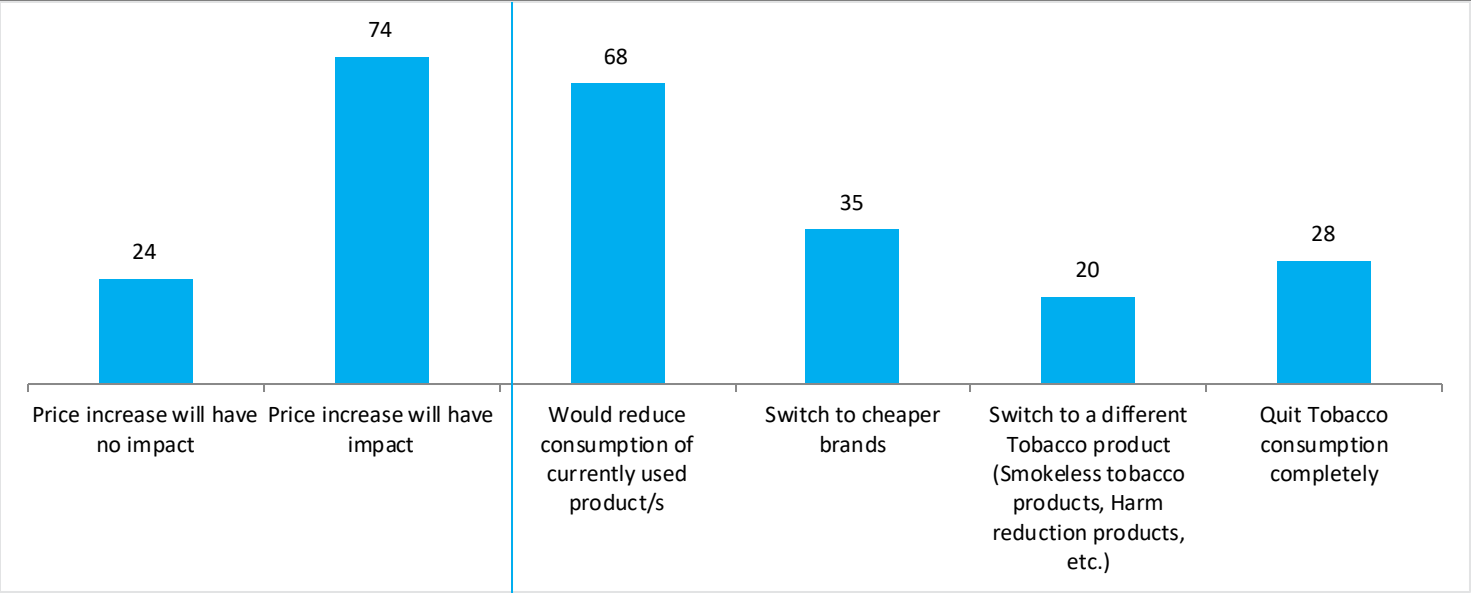


Base : Quitters Men: n=320 Women: n=146

Impact of price increase of the tobacco products/other products

74% of consumers claimed that there will be an impact of the price increase; to cope with the price increase, the majority of them were planning to reduce consumption.

B17.5. Would an increase in the price of the Tobacco product you are using 'List product/s' impact you in any way? /B17.7. How would an increase in the price of the Tobacco product you are using 'List product/s' impact you ?

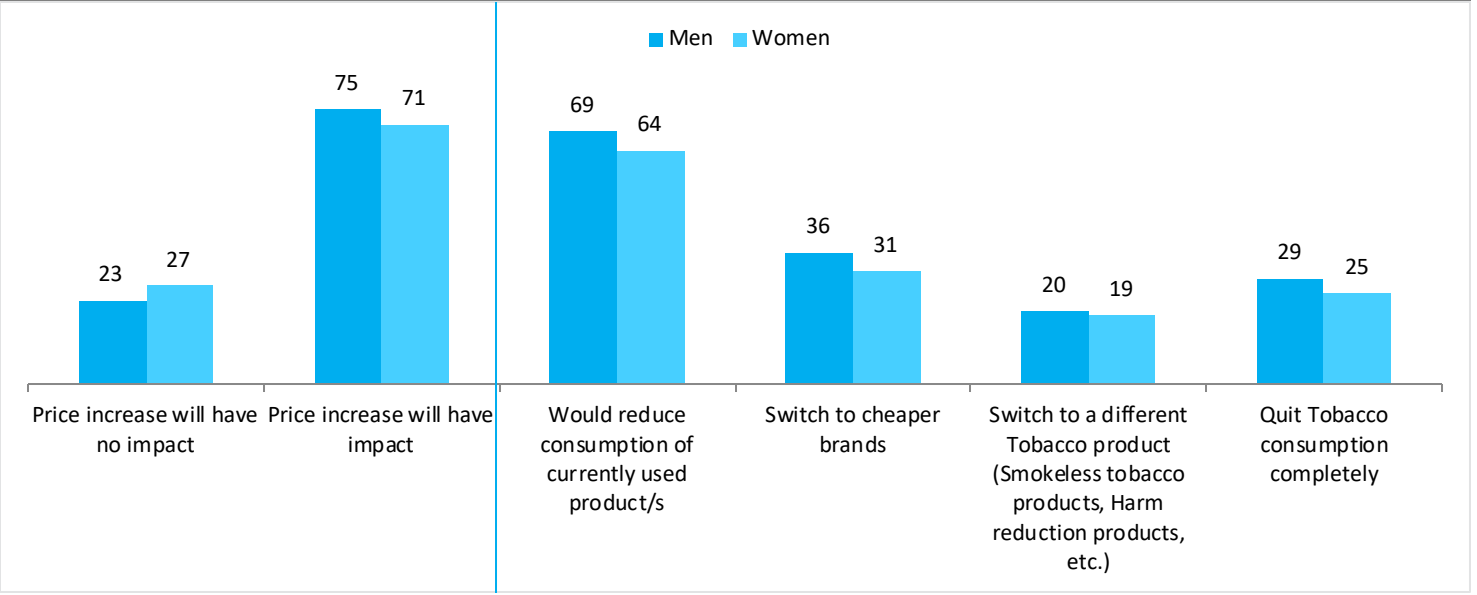


s are in %
Random Sample, Current Users of tobacco products who are not planning to quit : n= 1761

Impact of price increase of the tobacco products/other products

Among both men and women, approximately 70-75% claimed that there will be an impact of the price increase; to cope with the price increase, the majority of them were planning to reduce consumption.

B17.5. Would an increase in the price of the Tobacco product you are using 'List product/s' impact you in any way? /B17.7. How would an increase in the price of the Tobacco product you are using 'List product/s' impact you?

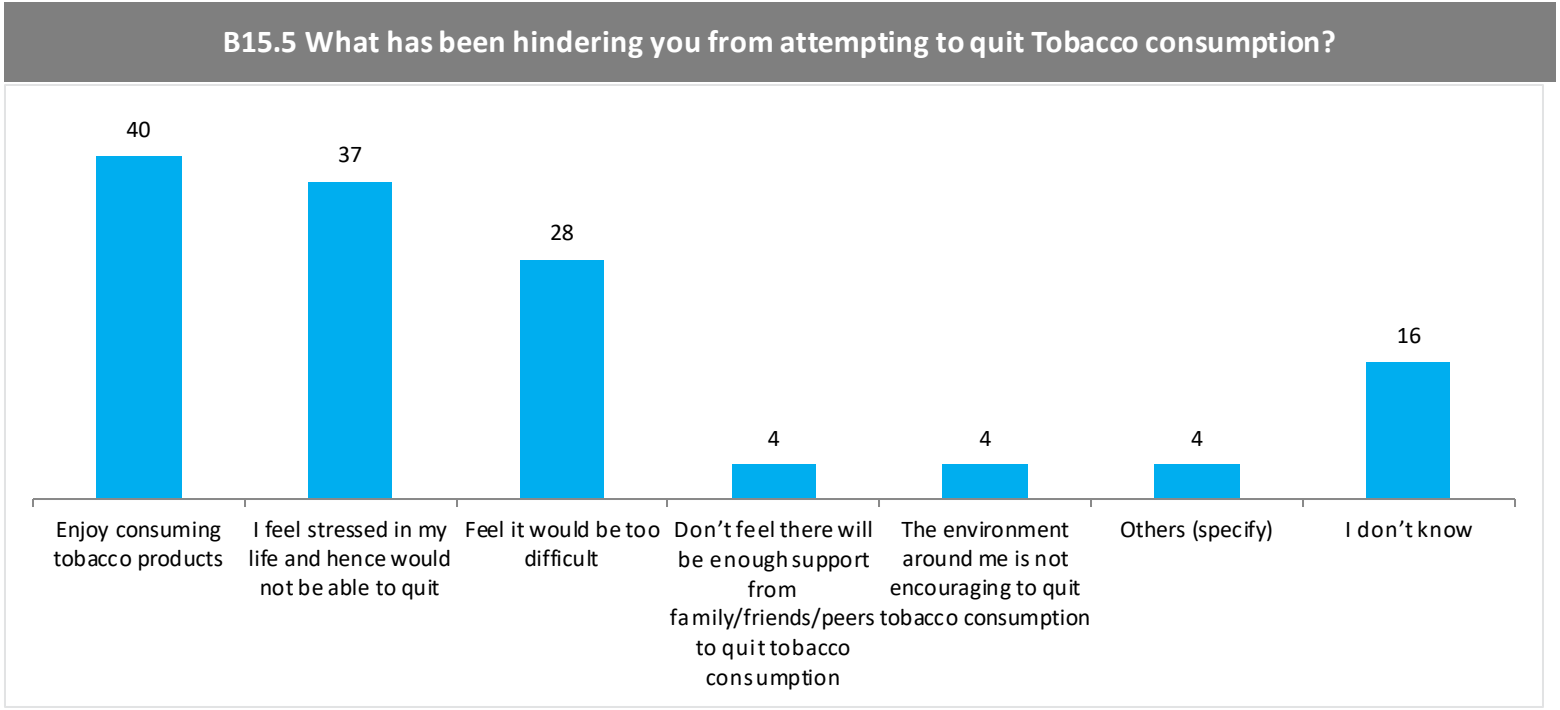


in %

dom Sample, Current Users of tobacco products who are not planning to quit Men : n=1183 Women: n=578

Hindrance in Quitting Tobacco Consumption

Apart from enjoying consuming tobacco products (40%), stress (37%) surfaced as one of the main hindrances to quit.



are in %
Random Sample, Current Users of tobacco products who are not planning to quit : n= 607

Profile Comparison

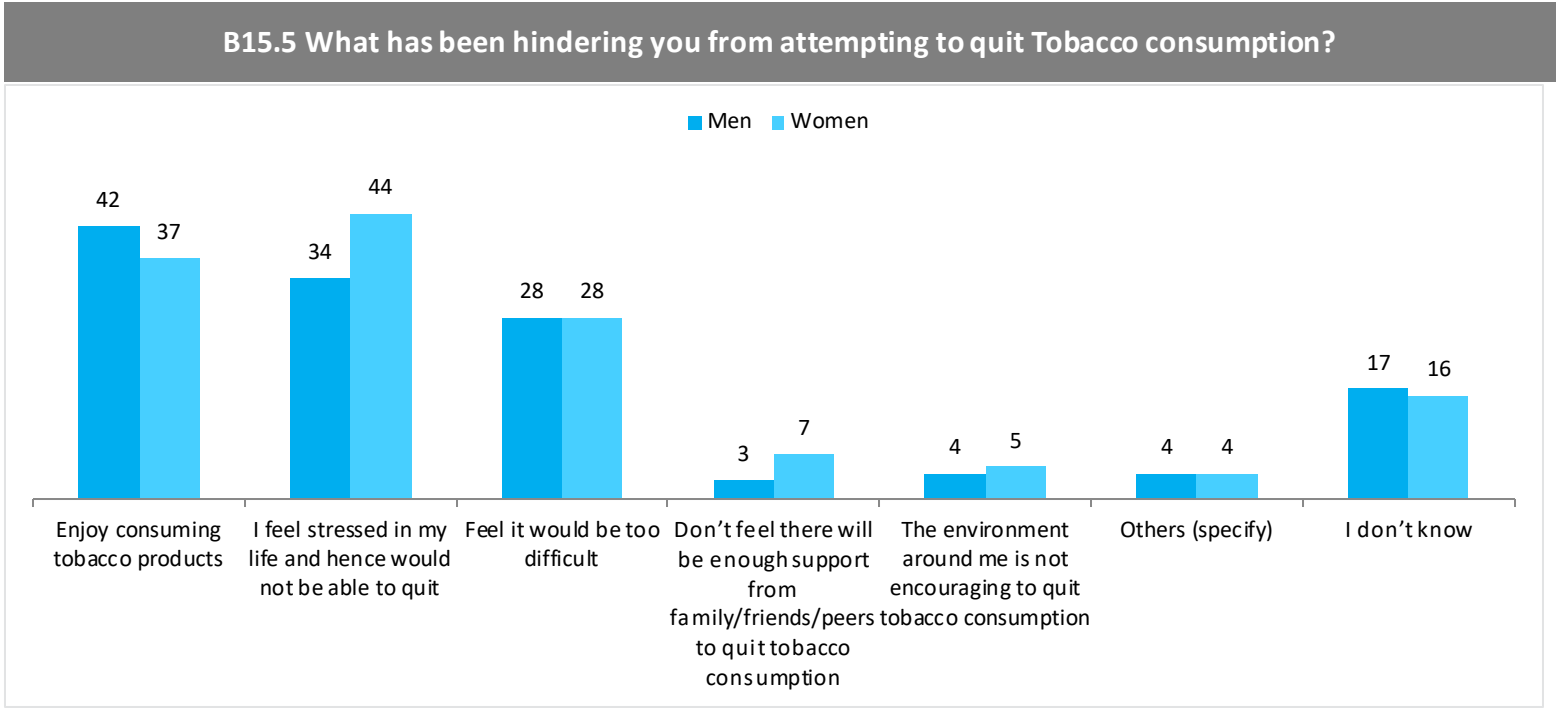
Profile of Current users and Quitters				
	Current Users/ Vapers/ Smokers		**Quitters** (who quit tobacco in last 5 years)	
	Men	**Women**	**Men**	**Women**
Civil Status	**1183**	**578**	**320**	**146**
Single	26	27	22	21
Unmarried, In a steady relationship and not living together	5	7	3	7
Unmarried, In a steady relationship and living together	1	3	1	4
Engaged	0	1	0	1
Married	60	51	67	51
Separated	1	1	1	1
Divorced	6	9	6	12
Widowed	1	2	1	3
Having Kids				
Have children at home below 14 living in the household	27	24	18	27
Don't have any children at home / No children below 14 living in the household	72	76	82	73

Figures are in %

Base : Random Sample, Current Users of tobacco products Men : n= 1183 Women : n=578, Quitters Men : n = 320 Women : n=146

Hindrance in Quitting Tobacco Consumption

Women opined relatively higher than Men that they feel stressed and hence would not be able to quit.



1%
om Sample, Current Users of tobacco products who are not planning to quit Men: n= 417 Women: n=190

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
Education	1183	578	320	146
Less than high school	0	1	1	2
Completed some high school	1	3	2	2
High school graduate	23	34	27	31
Job-specific training program(s) after high school	9	13	8	17
Some college, but no degree	2	2	1	3
Associate degree	1	11	2	14
Bachelor's degree (such as B.A., B.S.)	54	33	55	28
Some graduate school, but no degree	1	1	1	2
Graduate degree (such as MBA, MS, M.D., Ph.D.)	8	2	5	1

Figures are in %
Base : Random Sample, Current Users of tobacco products Men : n= 1183 Women : n=578, Quitters Men : n = 320 Women : n=146

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	**1183**	**578**	**320**	**146**
Working now	83	67	73	60
Only temporarily laid off, sick leave, or maternity leave	0	1	0	4
Looking for work, unemployed	5	4	5	8
Retired	9	2	18	2
Disabled, permanently, or temporarily	1	1	1	1
Keeping house	0	20	1	21
Student	1	2	1	1
Others	1	2	1	3

Figures are in %
Base : Random Sample, Current Users of tobacco products Men : n= 1183 Women : n=578, Quitters Men : n = 320 Women : n=146

Profile Comparison

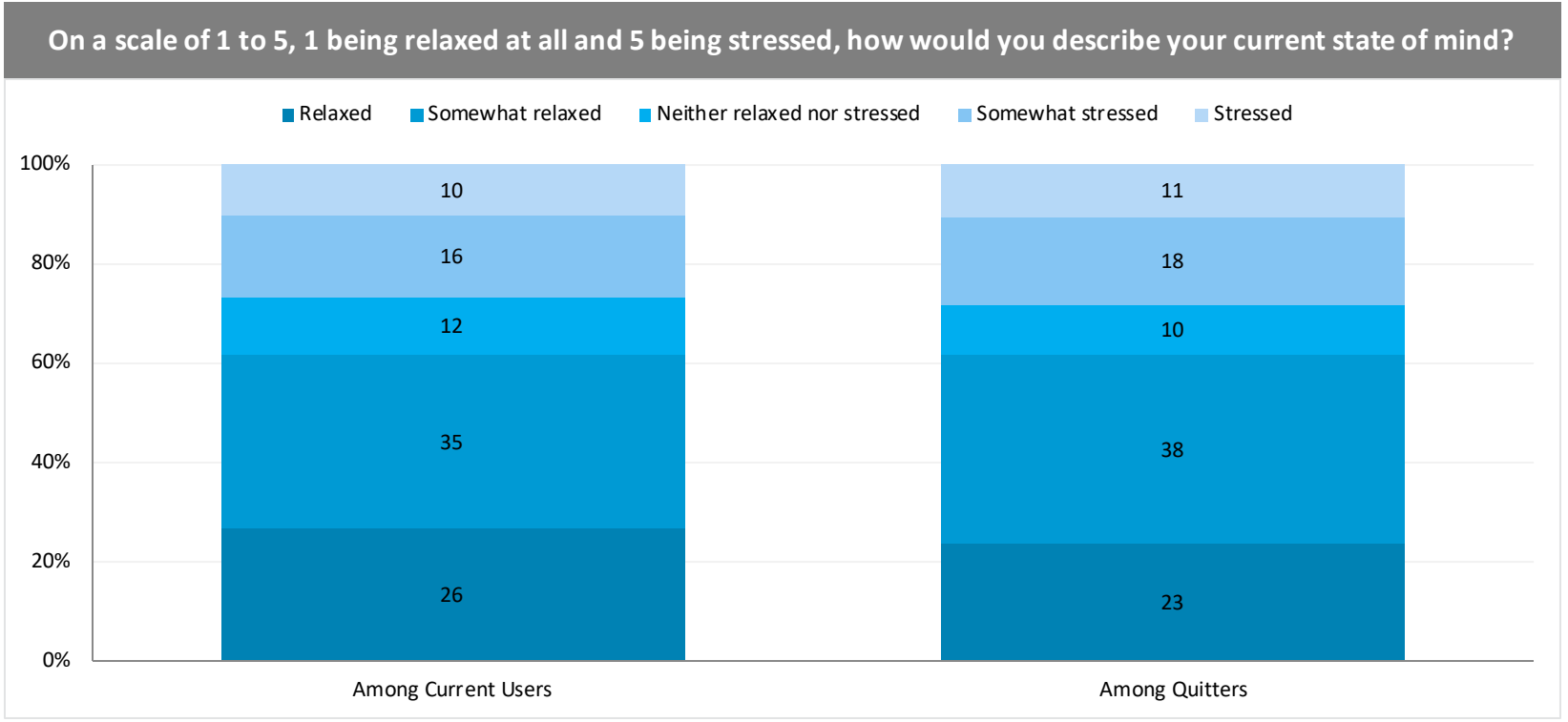
Profile of Current users and Quitters				
	Current Users/ Vapers/ Smokers		Quitters (who quit tobacco in last 5 years)	
	Men	Women	Men	Women
Annual Income	**1183**	**578**	**320**	**146**
Less than 3,000,000 yen	13	18	15	24
3,000,000- 3,999,999 yen	8	13	12	8
4,000,000- 4,999,999 yen	11	9	10	14
5,000,000- 5,999,999 yen	10	9	9	10
6,000,000- 6,999,999 yen	9	8	11	8
7,000,000- 7,999,999 yen	7	6	6	5
8,000,000- 8,999,999 yen	7	7	7	5
9,000,000- 9,999,999 yen	6	5	6	3
10,000,000- 11,999,999 yen	7	4	6	5
12,000,000- 14,999,999 yen	6	4	5	3
15,000,000- 19,999,999 yen	3	3	2	2
20,000,000- 29,999,999 yen	1	2	1	1
30,000,000 yen or more	5	2	0	1
During the last twelve months, would you say you had trouble paying your bills?				
No	91	90	93	87
Yes	7	8	5	12

Figures are in %

Base : Random Sample, Current Users of tobacco products Men : n= 1183 Women : n=578, Quitters Men : n = 320 Women : n=146

Comparison between Users & Quitters

Approximately 60% of both Current Users & Quitters feel relaxed.



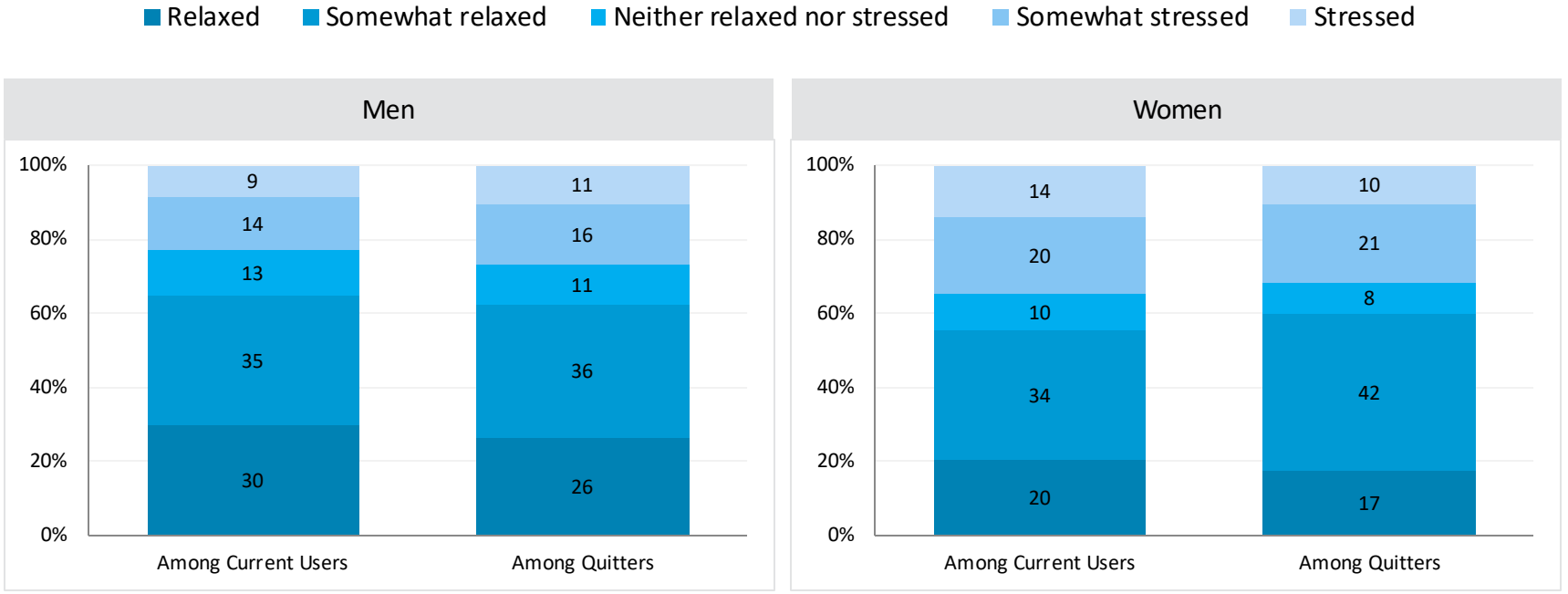
in %

dom Sample, Current Users of tobacco products : n= 1761 Quitters : n=466

Comparison between Users & Quitters

Among both men and women, approximately 60% of both Current Users & Quitters feel relaxed.

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?



Figures are in %
Base : Random Sample, Current Users of tobacco products Men : n= 1183 Women : n=578, Quitters Men : n = 320 Women : n=146

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