FOUNDATION FOR A SMOKE-FREE WORLD

GLOBAL STATE OF SMOKING POLL - 2019

NORWAY

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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: 1698 online 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

SUMMARY

Current usage landscape of tobacco products and alternative products

- Cigarettes were the most widely used product (71%) among current product users, followed by SNUS (17%) and tubed cigarettes (17%). Heat-not-burn products were used by only 2% of current users.
- 26% of current cigarette smokers claimed they started smoking before the legal smoking age of 18 years.
- A majority (71%) of both female and male current users were familiar with smokeless tobacco. 36% of current female users had never heard of heat-not-burn products.
- Key reasons selected for starting to use e-cigarettes were the taste and enjoyment during consumption. The main reasons selected for starting to use heat-not-burn products were the taste and the reasonable price.
- 19% of current cigarette smokers were highly or very highly nicotine dependent. Nicotine dependence was higher among the 51-69 years age group.

4. Detailed Findings

Beliefs and Perception Among Current Users

- An overwhelming majority (92%) of current users believed smoking was harmful to their health. However, 73% believed health warning labels were exaggerated.
- Approximately 40% of current users considered e-cigarettes and smokeless tobacco as less harmful than combustible tobacco. 64% of current users believed heat-not-burn products were equally or more harmful than combustible tobacco.
- Among current users not using smokeless tobacco, 66% admitted that they may use smokeless tobacco within the next 12 months. Willingness to use e-cigarettes and smokeless tobacco was higher among men than women.
- The majority of current users believed nicotine is harmful (73%) and addictive (77%).

SUMMARY

Quitting and Quitters

- There were no major differences in participant characteristics between current users and quitters. However, the proportion of respondents between 18 and 24 years of age was larger among quitters.
- More women than men quitters believed low birth-weight and throat cancer are caused by tobacco consumption.
- The majority (84%) of current smokers claimed they had attempted to quit tobacco or alternative products. 70% of current users said they were planning to quit.
- The harmful effects of tobacco on health was the main reason selected for quitting or attempting to quit. Support from a third-party, followed by using alternative risk products were the top reported means of quitting.
- 66% of current users claimed that a price increase would impact their tobacco consumption. A majority (69%) reported that they would reduce consumption if prices increased.
- Apart from enjoying consuming tobacco products (61%), difficulty in quitting (48%) was one of the main hindrances to quitting. Multiple quit attempts suggested that quitting is a tough process.

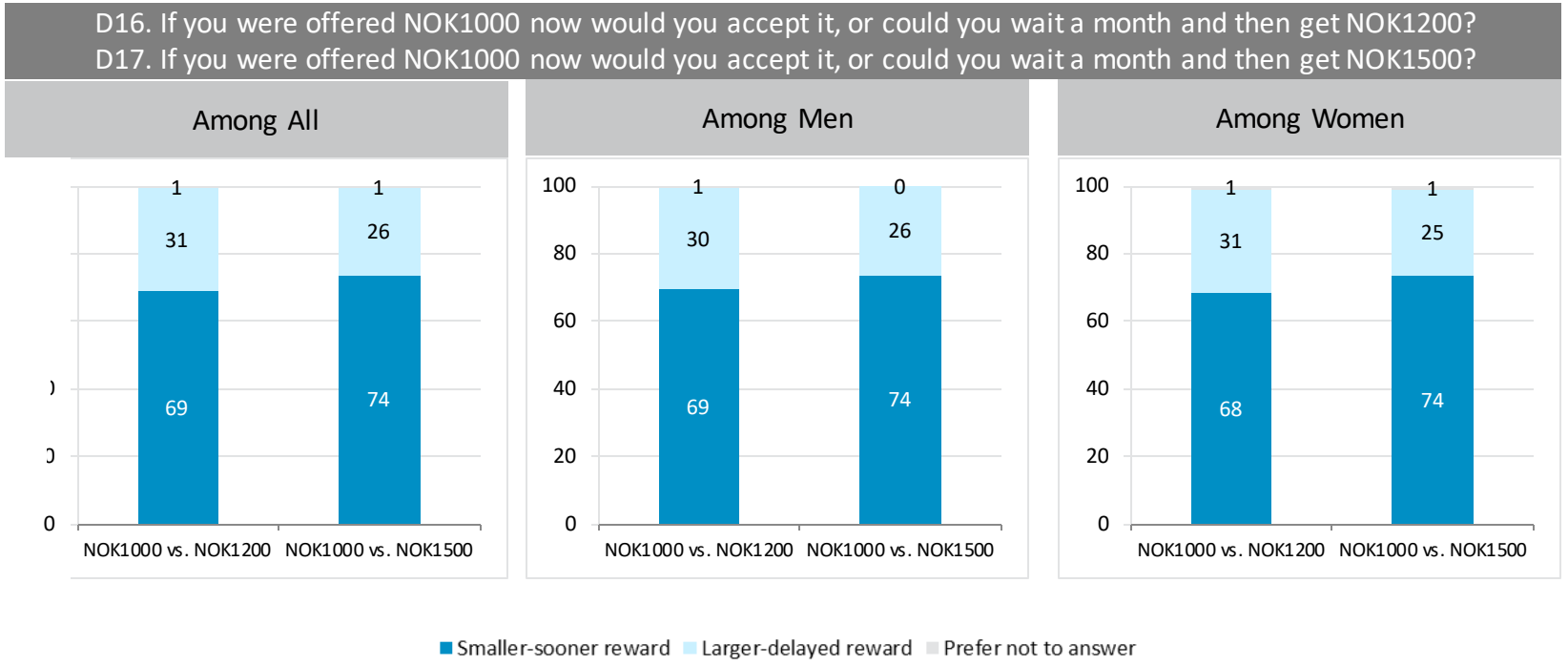
Achieved Sample : Quantitative Module

Sample by Demographics		
	n	%
All	1698	100
Men	905	53
Women	792	47
Others	1	0
18-24yrs	379	22
25-35yrs	457	27
36-50 yrs	430	25
51-69 yrs	432	25
Rural area or village	187	11
Small or middle sized town	425	25
Large town	1084	64
Prefer not to say	2	0
Current users of tobacco and other products	1397	82
Quitters (who quit tobacco in last 5 years)	301	18

Smaller-sooner reward vs. Larger- delayed reward

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

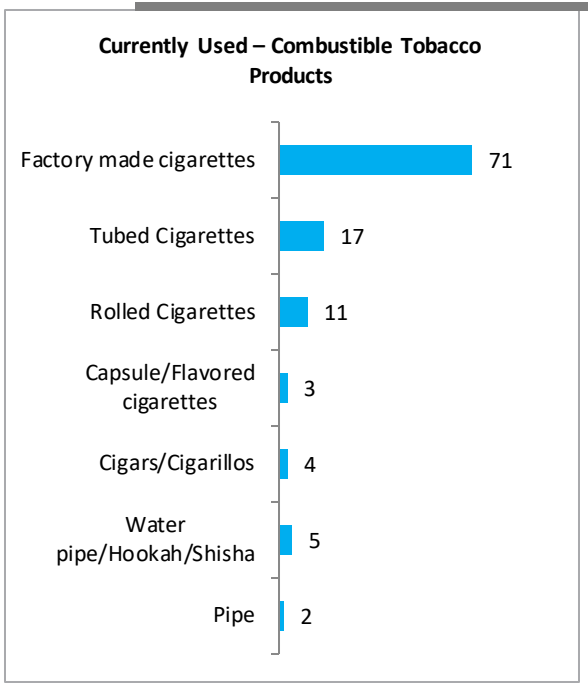
D16. If you were offered NOK1000 now would you accept it, or could you wait a month and then get NOK1200?
D17. If you were offered NOK1000 now would you accept it, or could you wait a month and then get NOK1500?

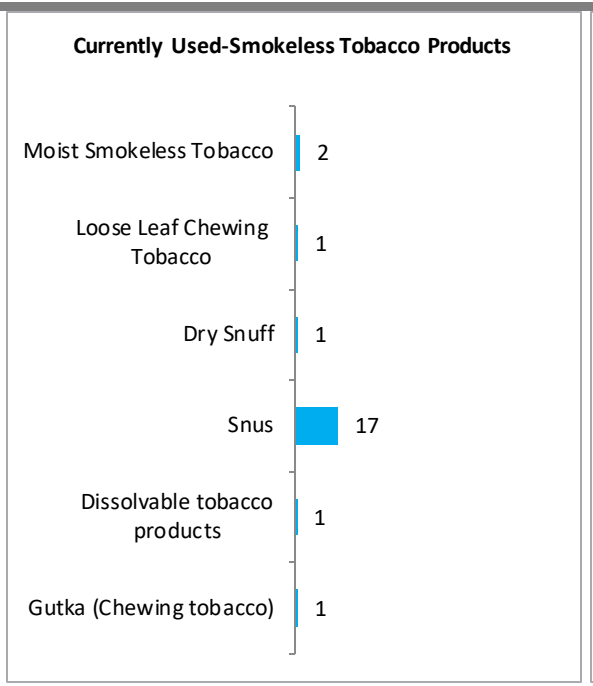


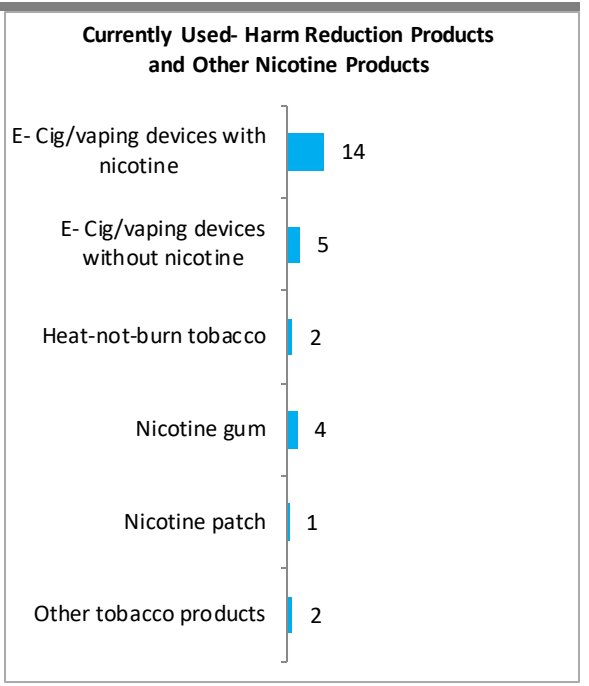
Figures are in %
Base : Random Sample, All n: 2227 Men n: 1503 Women n: 724

4.1 Usage details of various tobacco products and other alternative products

Current usage of products



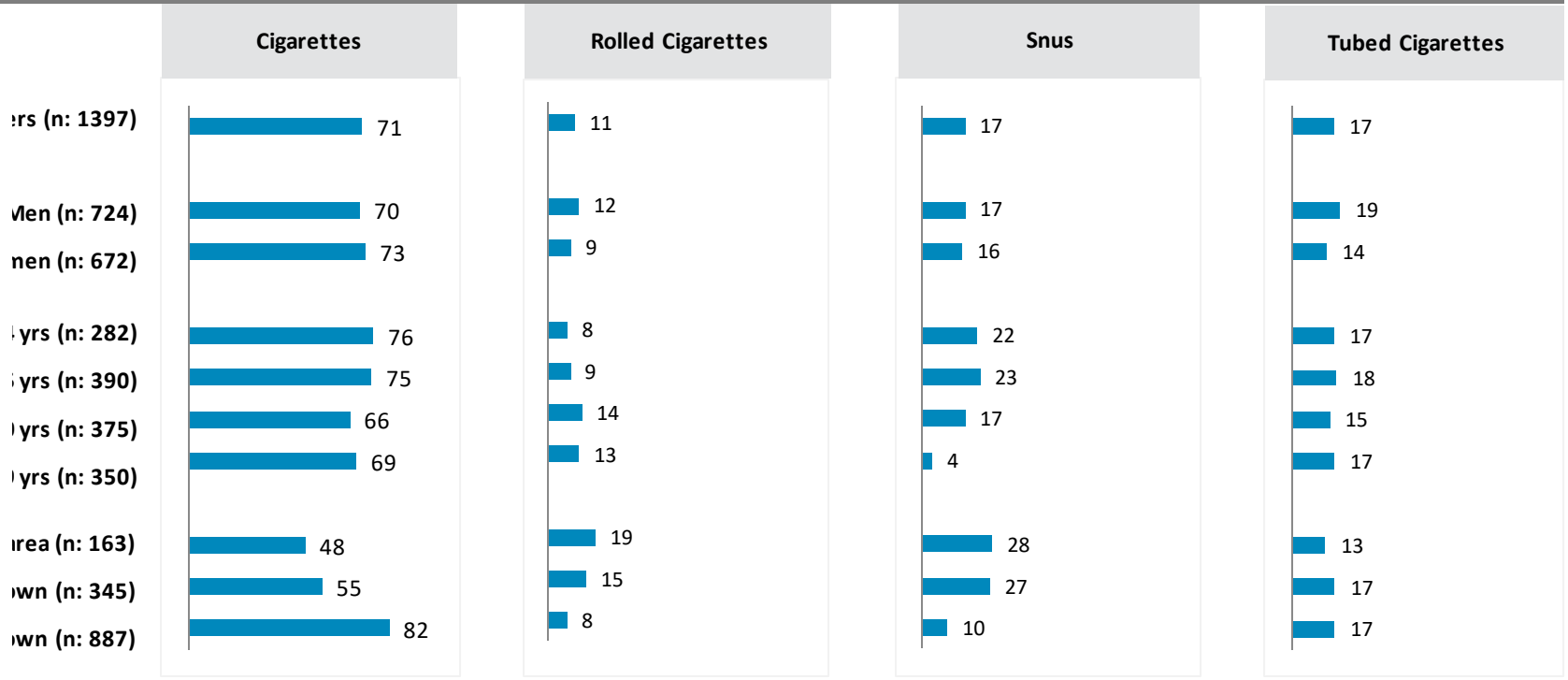




Figures are in %
Base : Random Sample, Users : n= 1397
Q. C1. Of the following Tobacco products, which products are you currently consuming? (Select all that apply)

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.

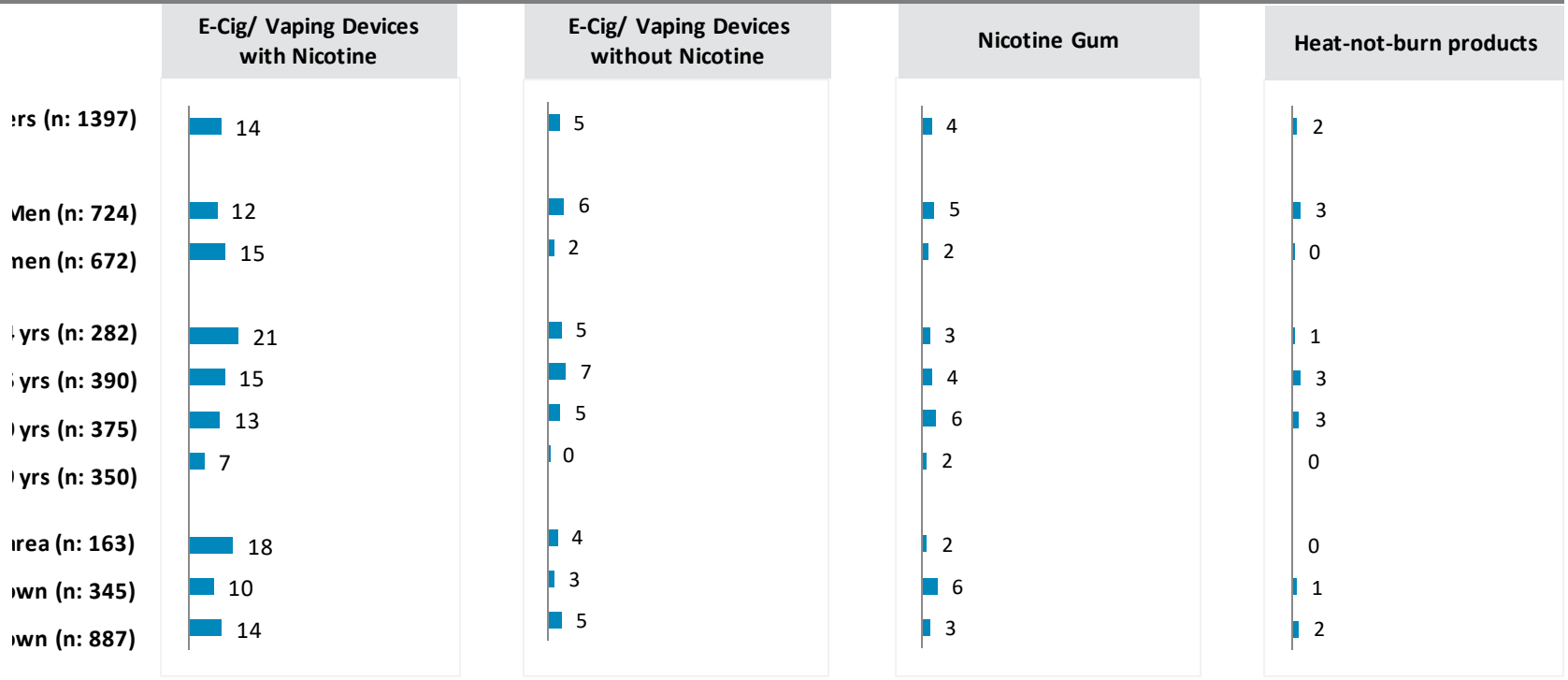
C1. Of the following products, which products are you currently consuming?



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

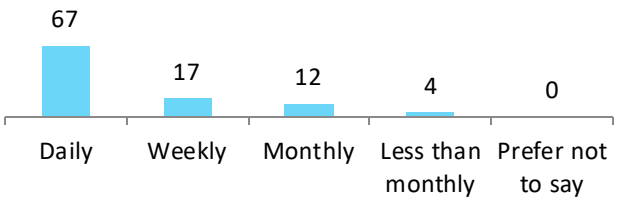
Current Usage (Among all users of tobacco and other products)

1% of current smokers smoke Cigarettes

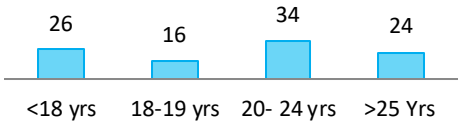
1% are solo smokers, they smoke only cigarettes

1% 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= 996
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. (NOK)**
All Current users of tobacco/other products	**71**	**21**	**67**	**824**
Men (n: 724)	70	22	60	665
Women (n: 672)	73	20	75	989
18-24 yrs (n: 282)	76	18	55	754
25-35yrs (n: 390)	75	21	63	799
36-50yrs (n: 375)	66	21	70	910
51- 69 yrs (n: 350)	69	24	81	827
Rural (n: 163)	48	18	58	994
Small Town (n: 345)	55	22	53	1148
Large Town (n: 887)	82	21	72	722

Figures are in %
Base : Random Sample, Current users: n= 1397
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

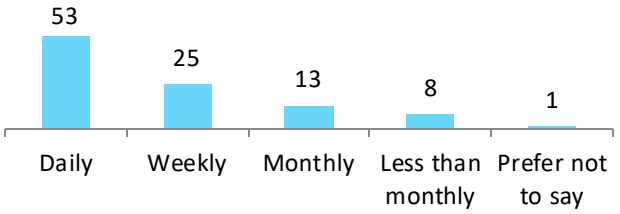
Current Usage (Among all users of tobacco and other products)

11% of current smokers smoke Rolled Cigarettes

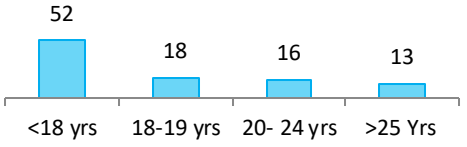
3% are solo smokers, they smoke only Rolled Cigarettes

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= 152
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.(NOK)
All Current users of tobacco/other products	**11**	**18**	**53**	**885**
Men (n: 724)	12	18	54	949
Women (n: 672)	9	19	52	792
18-24 yrs (n: 282)	8	17	18	1067
25-35yrs (n: 390)	9	18	37	506
36-50yrs (n: 375)	14	16	67	898
51- 69 yrs (n: 350)	13	21	68	1079
Rural (n: 163)	19	17	74	1419
Small Town (n: 345)	15	18	58	1082
Large Town (n: 887)	8	19	40	494

Figures are in %
Base : Random Sample, current users n= 1397
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

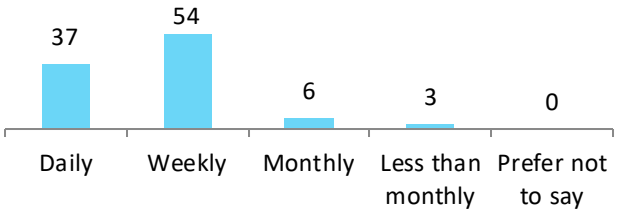
Current Usage (Among all users of tobacco and other products)

14% of current users use Electronic cigarettes/vaping devices with nicotine

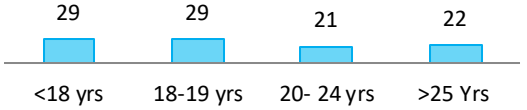
1% are solo users, use only E-Cig/ Vaping devices with nicotine

13% are dual/poly users of E-Cig/ Vaping devices with nicotine

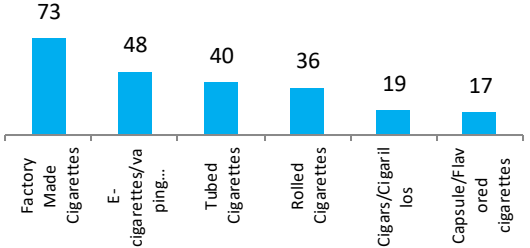
Consumption Frequency



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



What product were you consuming prior to E-Cigarettes?



ures are in %

e : Random Sample, Current users of E-cigarettes/ vaping devices with Nicotine : n= 189

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 (NOK)
All Current users of tobacco/other products	**14**	**22**	**37**	**383**
Men (n: 724)	12	21	45	338
Women (n: 672)	15	22	29	418
18-24 yrs (n: 282)	21	18	28	355
25-35yrs (n: 390)	15	19	43	432
36-50yrs (n: 375)	13	26	39	413
51- 69 yrs (n: 350)	7	30	38	275
Rural (n: 163)	18	25	47	388
Small Town (n: 345)	10	28	53	361
Large Town (n: 887)	14	19	29	389

Figures are in %
Base : Random Sample, current users n= 1397
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 : Snus (1/2)

Snus

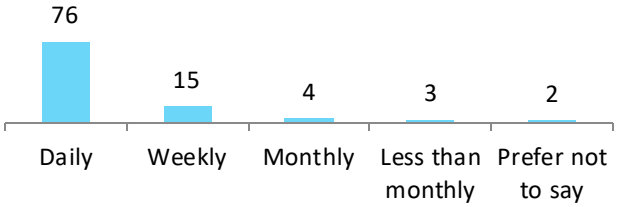
Current Usage (Among all users of tobacco and other products)

17% of current smokers smoke Flavored Cigarettes

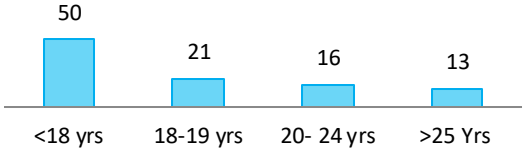
14% Use only Snus

3% are dual/poly users of Snus

Consumption Frequency



Age of Starting Snus



Figures are in %
Base : Random Sample, Current users of Flavored Cigarettes : n= 48
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 : Snus (2/2)

Snus				
	% of Snus users	Average Age of starting Snus	% of daily users (Among the current users of Snus)	Average monthly spend on Snus.(NOK)
All Current users of tobacco/other products	**17**	**19**	**76**	**1088**
Men (n: 724)	17	18	79	1058
Women (n: 672)	16	20	73	1121
18-24 yrs (n: 282)	22	17	67	1082
25-35yrs (n: 390)	23	18	73	1252
36-50yrs (n: 375)	17	21	88	896
51- 69 yrs (n: 350)	4	27	86	908
Rural (n: 163)	28	19	80	1211
Small Town (n: 345)	27	20	74	1005
Large Town (n: 887)	10	18	76	1106

Figures are in %
Base : Random Sample, current users n= 1397
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

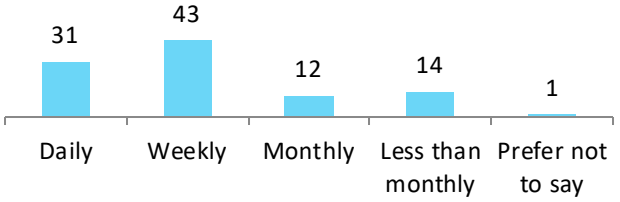
Current Usage (Among all users of tobacco and other products)

17% of current smokers smoke Tubed Cigarettes

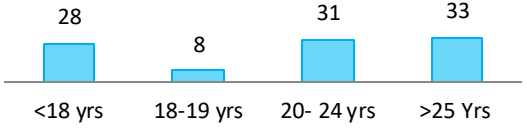
4% are solo smokers, they smoke only Tubed cigarettes

13% 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= 236
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.(NOK)
All Current users of tobacco/other products	**17**	**22**	**31**	**695**
Men (n: 724)	19	21	38	579
Women (n: 672)	14	22	19	871
18-24 yrs (n: 282)	17	21	2	769
25-35yrs (n: 390)	18	19	39	515
36-50yrs (n: 375)	15	22	39	835
51- 69 yrs (n: 350)	17	25	35	715
Rural (n: 163)	13	18	41	830
Small Town (n: 345)	17	23	27	1248
Large Town (n: 887)	17	22	31	464

Figures are in %
Base : Random Sample, current users n= 1397
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

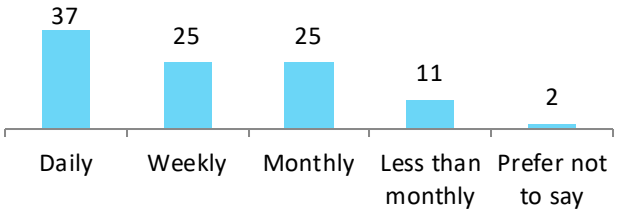
Current Usage (Among all users of tobacco and other products)

5% of current users use Electronic cigarettes/vaping devices without nicotine

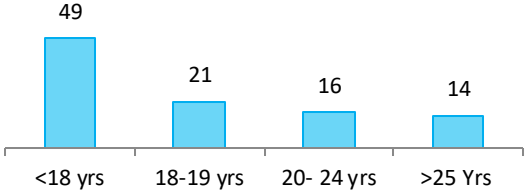
0% are solo users, hence, all…

5% are dual/poly users

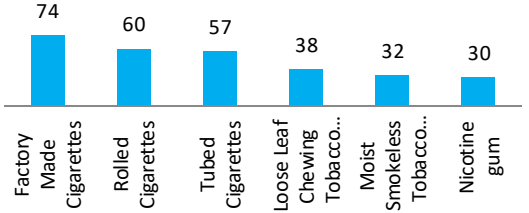
Consumption Frequency



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= 63

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 (NOK)
All Current users of tobacco/other products	**5**	**18**	**37**	**309**
Men (n: 724)	6	16	40	311
Women (n: 672)	2	23	27	302
18-24 yrs (n: 282)	5	18	13	437
25-35yrs (n: 390)	7	16	54	251
36-50yrs (n: 375)	5	20	32	307
51- 69 yrs (n: 350)	0	Very Low Base (below 15)		
Rural (n: 163)	4			
Small Town (n: 345)	3			
Large Town (n: 887)	5	17	40	312

Figures are in %
Base : Random Sample, current users n= 1397
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

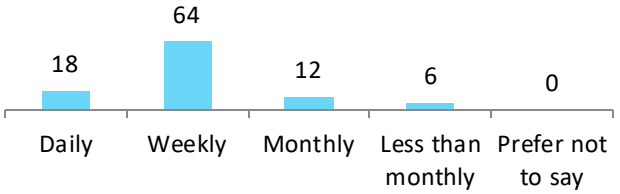
Current Usage (Among all users of tobacco and other products)

4% of current smokers use Nicotine Gum

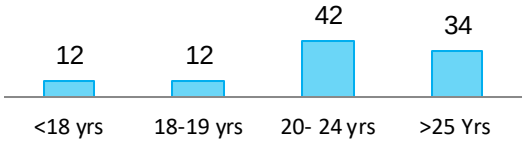
0% are solo smokers, they use only Nicotine Gum

4% 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= 50
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 (NOK)
All Current users of tobacco/other products	**4%**	**23**	**18%**	**415**
Men (n: 724)	5%	22	18%	365
Women (n: 672)	2%	26	19%	522
18-24 yrs (n: 282)	3%	Very Low Base (below 15)		
25-35yrs (n: 390)	4%	23	7%	968
36-50yrs (n: 375)	6%	24	33%	171
51- 69 yrs (n: 350)	2%	Very Low Base (below 15)		
Rural (n: 163)	2%			
Small Town (n: 345)	6%	23	20%	653
Large Town (n: 887)	3%	23	15%	281

Figures are in %
Base : Random Sample, current users n= 1397
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

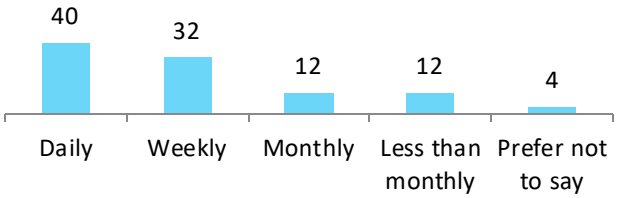
Current Usage (Among all users of tobacco and other products)

2% of current users use Heat-not- burn products

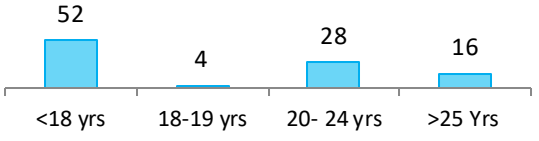
0% are solo users, hence, all

2% are dual/poly users Heat-not- burn products

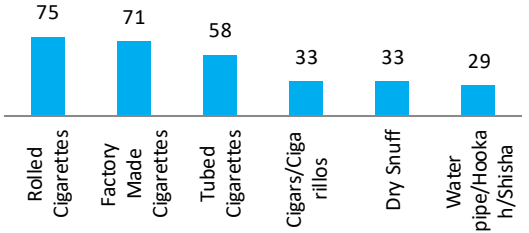
Consumption Frequency



Age of starting using HNB



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



ıres are in %

ɜ : Random Sample, Current users of Heat-not burn products: n= 25

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?

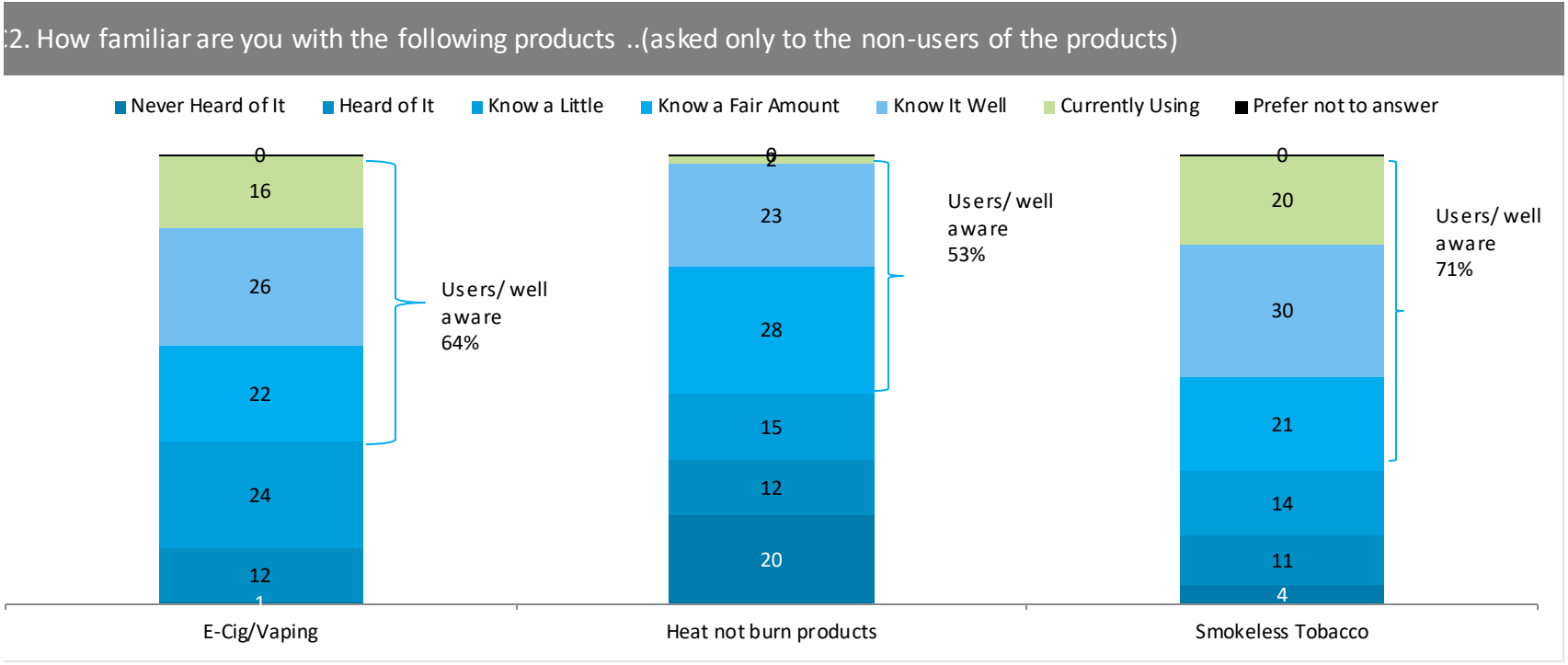
Usage at a glance : Heat-not-burn products (2/2)

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 (NOK)
All Current users of tobacco/other products	**2%**	**18**	**40%**	**290**
Men (n: 724)	3%	17	41%	318
Women (n: 672)	0%	Very Low Base (below 15)		
18-24 yrs (n: 282)	1%			
25-35yrs (n: 390)	3%			
36-50yrs (n: 375)	3%			
51- 69 yrs (n: 350)	0%			
Rural (n: 163)	0%			
Small Town (n: 345)	1%			
Large Town (n: 887)	2%	17	50%	296

Figures are in %
Base : Random Sample, current users n= 1397
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

71% of current users of tobacco/ other products are either users of Smokeless Tobacco or well aware/know a fair amount about Smokeless Tobacco.

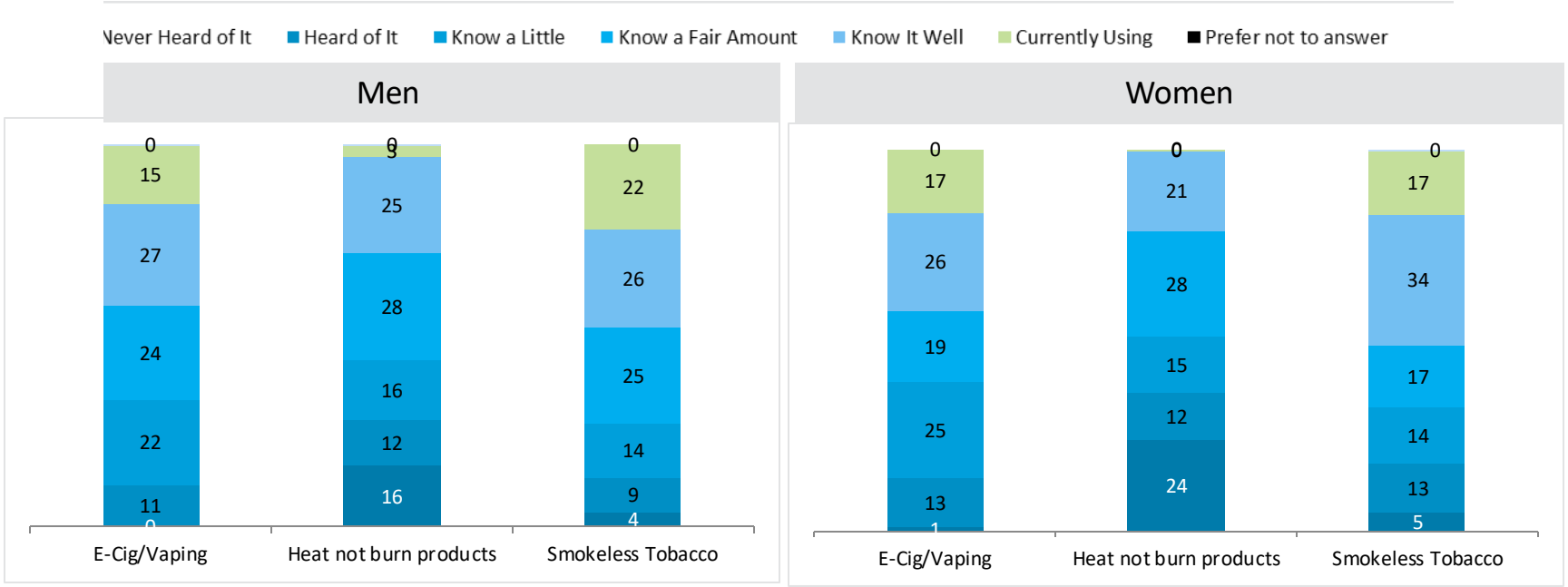


Sample, Current Users of tobacco products/ other products : n= 1397

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

36% of Women Current Users/ Vapers/ Smokers never heard of Heat-not-burn products.

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



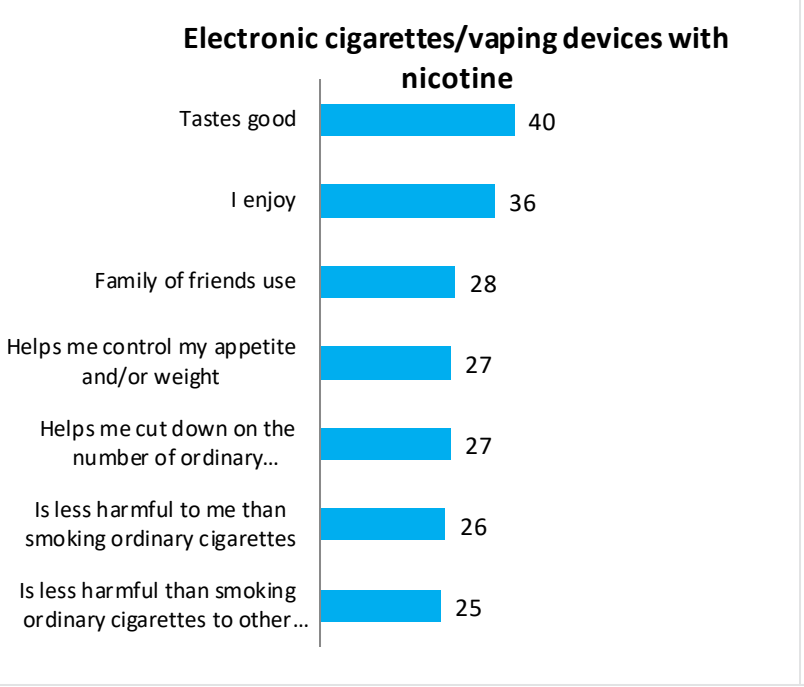
in %

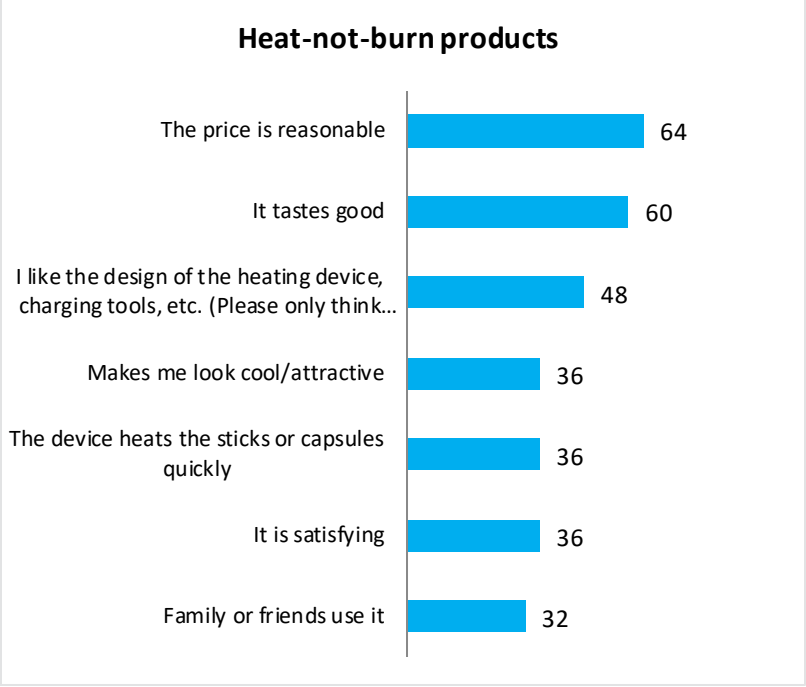
lom Sample, Current Users of tobacco products/ other products Men : n= 724 Women : n=672

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

[illegible] taste and enjoyable are the main reasons to start using E-Cig, whereas reasonable price & tastes good 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 .....



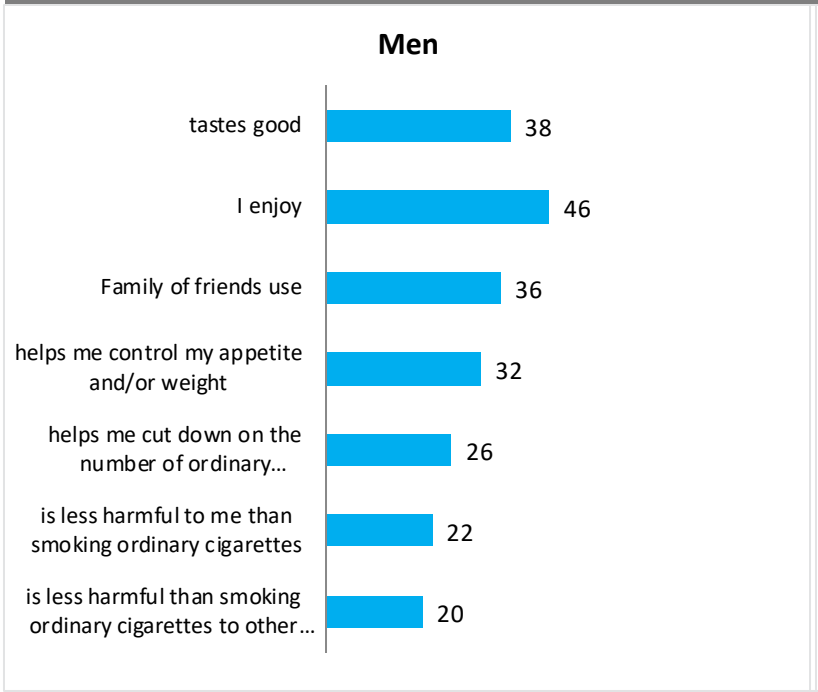


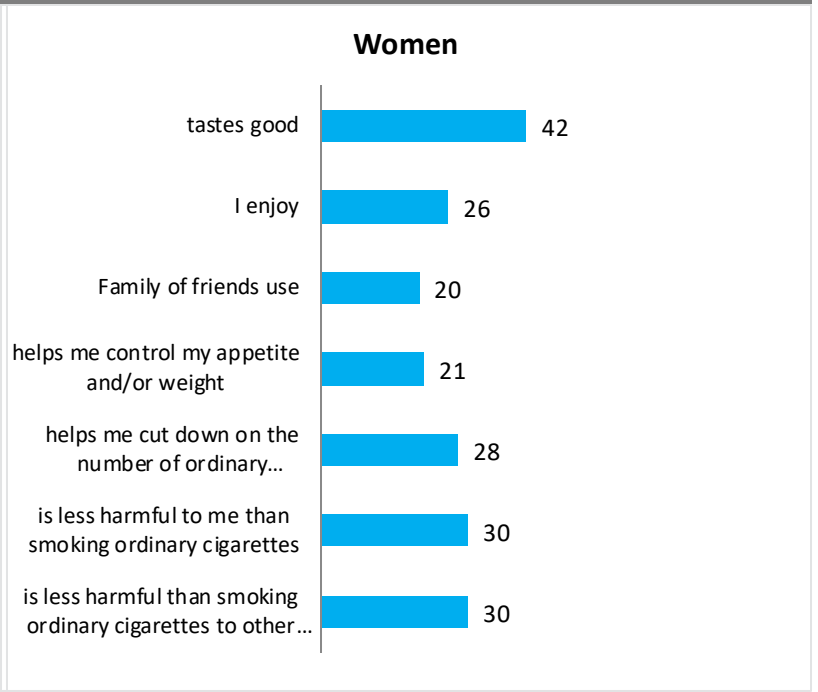
are in %
Random Sample, Current users of E-Cig/ Vaping devices n: 224 Current users of Heat-not-burn products : n= 25

Reasons for start using Electronic cigarettes/vaping devices

Among both men and women, tastes good is one of the major reasons to start using E-Cigarettes.

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

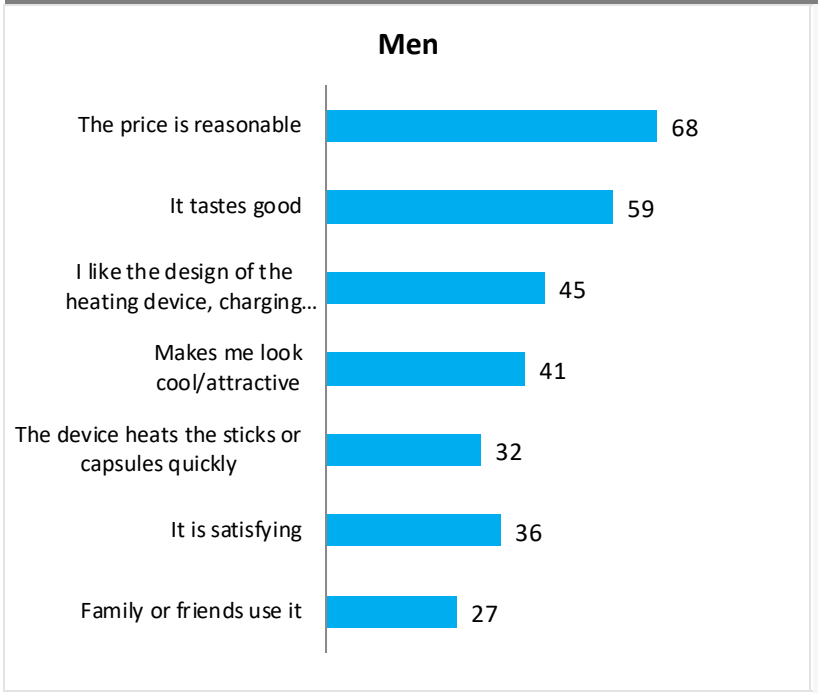




Figures are in %
Base : Random Sample, Current users of E-Cig/ Vaping devices Men : n= 111 Women : n= 112

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= 22 Women : n= 3

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**

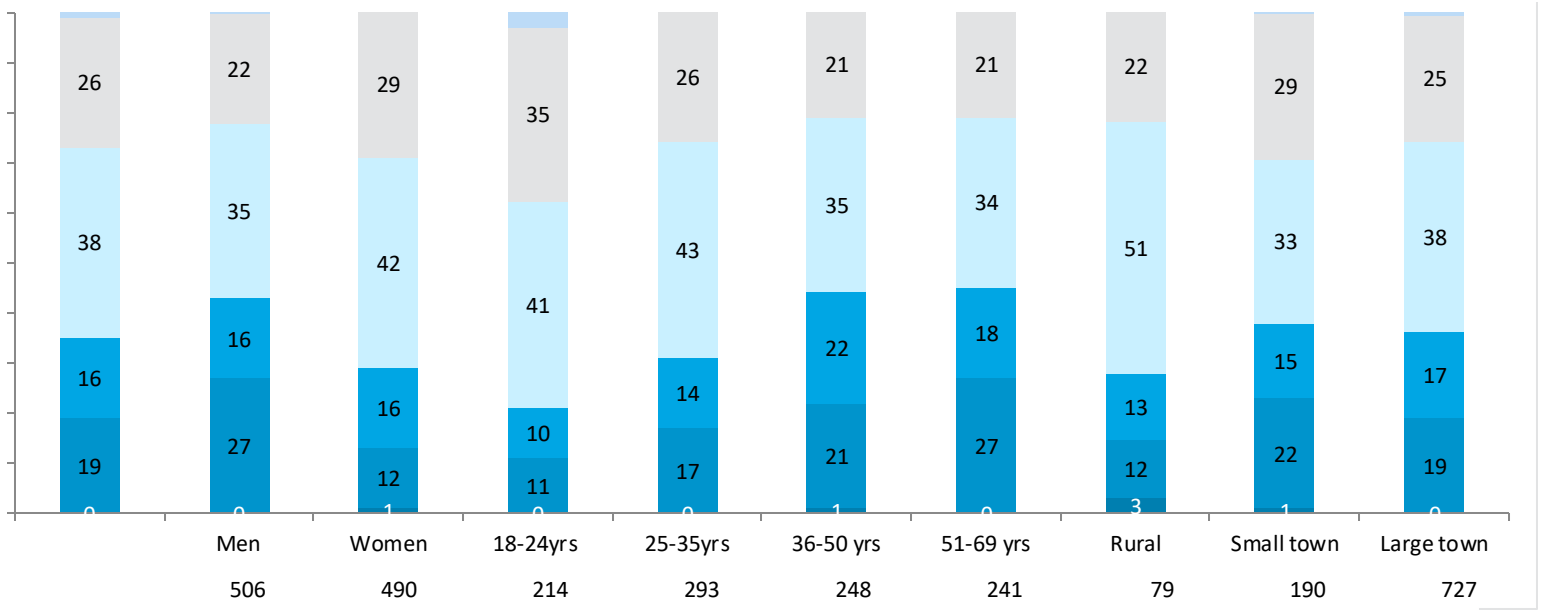
	PLEASE TICK (✓) ONE BOX FOR EACH QUESTION		
How soon after waking do you smoke your first cigarette?	Within 5 minutes	☐	3
	6-30 minutes	☐	2
	31-60 minutes	☐	1
	After 60 minutes	☐	0
Do you find it difficult to refrain from smoking in places where it is forbidden? e.g. Church, Library, etc.	Yes	☐	1
	No	☐	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



ctory made Cigarettes

Indicative* Nicotine Dependency : By products

Similar level of nicotine dependency noticed across current users of various tobacco products/ other products.

Indicative nicotine dependency among current smokers of various tobacco/other products..								
	Current users of…							
	Cigarettes	Rolled Cigarettes	Electronic cigarettes/vaping devices with nicotine	Snus	Tubed Cigarettes	Electronic cigarettes/vaping devices without nicotine	Nicotine Gum	Heat-not-burn products
	%	%	%	%	%	%	%	%
Base : Current Users	996	152	189	70	236	63	43	25
C.10 How soon after you wake up do you smoke your first cigarette/consume your first nicotine product?								
Within 5 minutes (3)	5	11	5	16	3	5	5	4
6-30 minutes(2)	32	32	24	37	50	43	23	36
31-60 minutes(1)	48	34	46	20	32	38	49	40
C11. Find it difficult to refrain from smoking/consuming tobacco in places where it is forbidden (1)	48	32	31	30	43	60	58	60
C12. Hate to give up the first one in the morning (1)	88	74	89	67	89	87	93	88
C14. Consume more frequently during the first hour (1)	52	44	42	43	53	67	70	68
C15. Consume even if you are ill (1)	52	43	53	51	50	67	58	56
Average Scores (1-7)	3.7	3.2	3.2	3.3	3.8	4.2	3.9	4.0

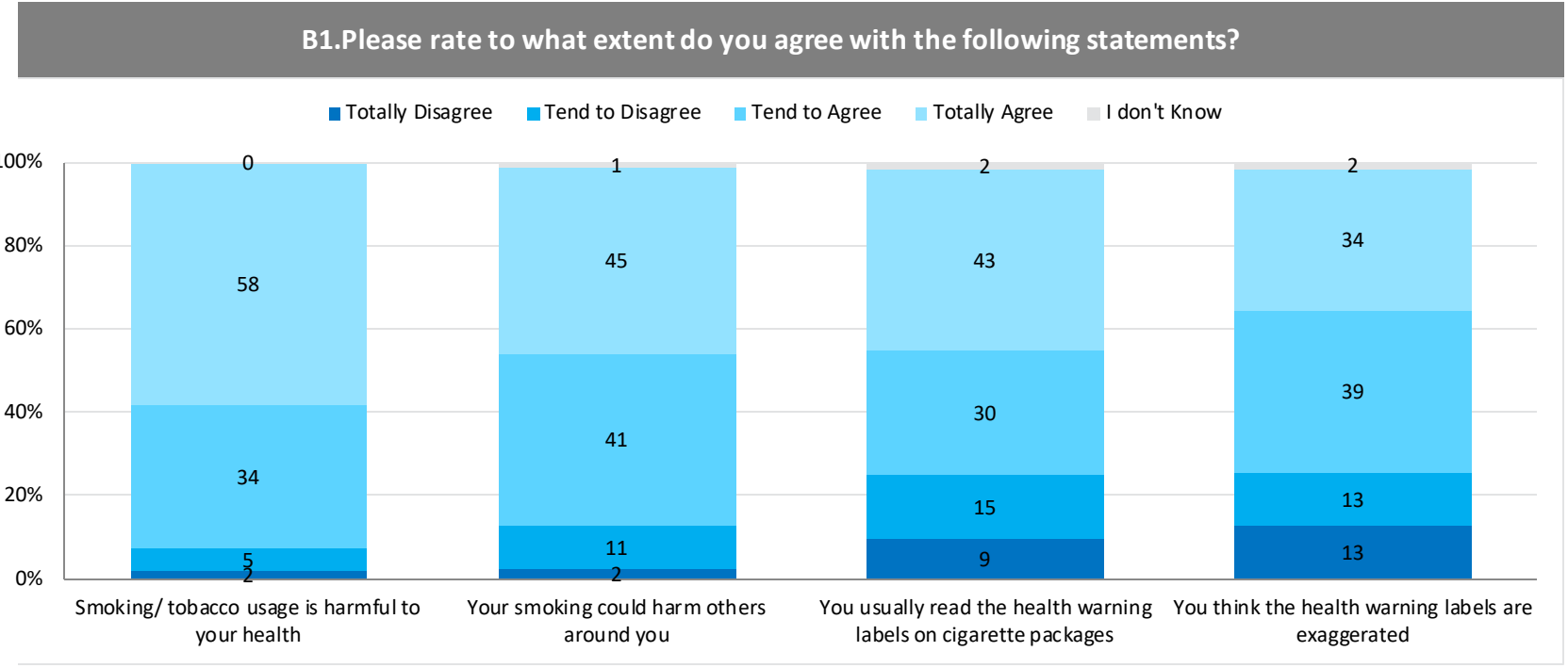
Figures are in %
Base : Random Sample, Current users of various tobacco products/other products

** 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

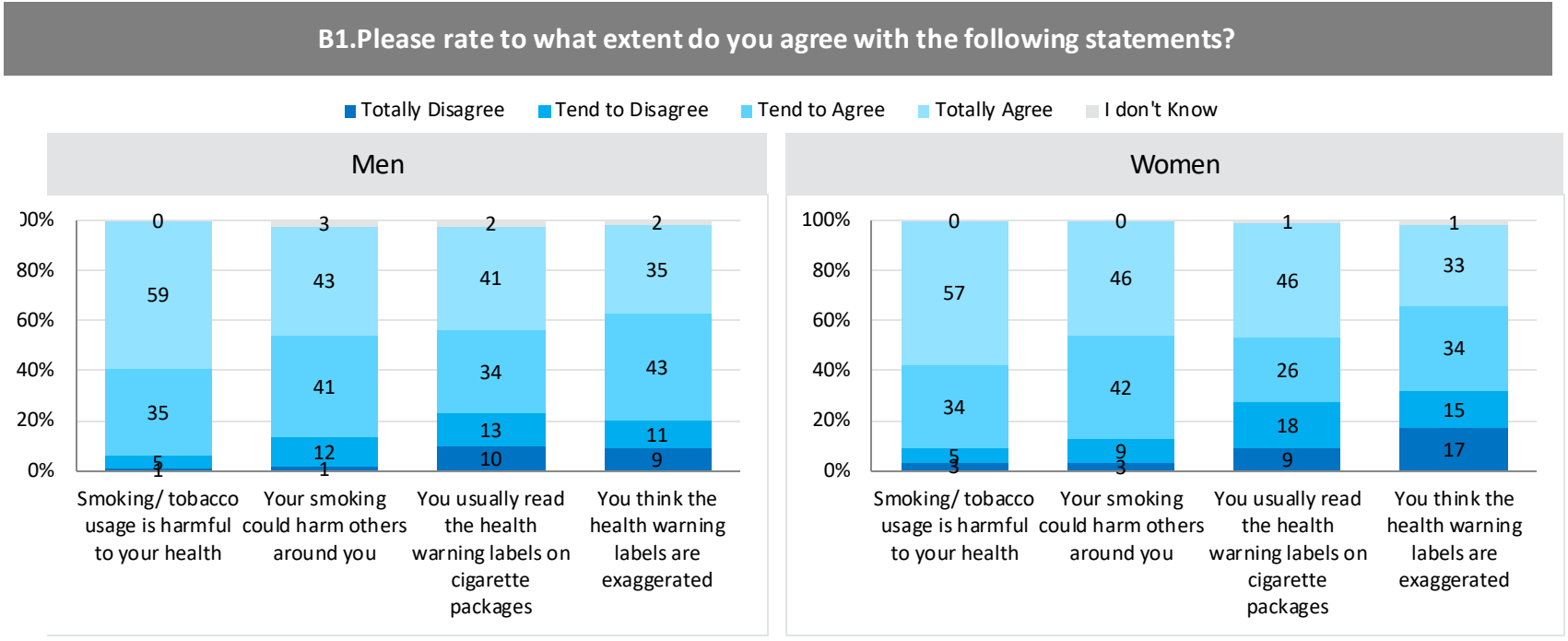
92% off the users of tobacco/ other products agree that tobacco is harmful, however, 73% think that warning labels are exaggerated.



mple, Current Users of tobacco products/ other products : n= 1397

Beliefs and perceptions about smoking- Current users

Among both men and women, the majority of users of tobacco products/ other products believe health warning labels are exaggerated.

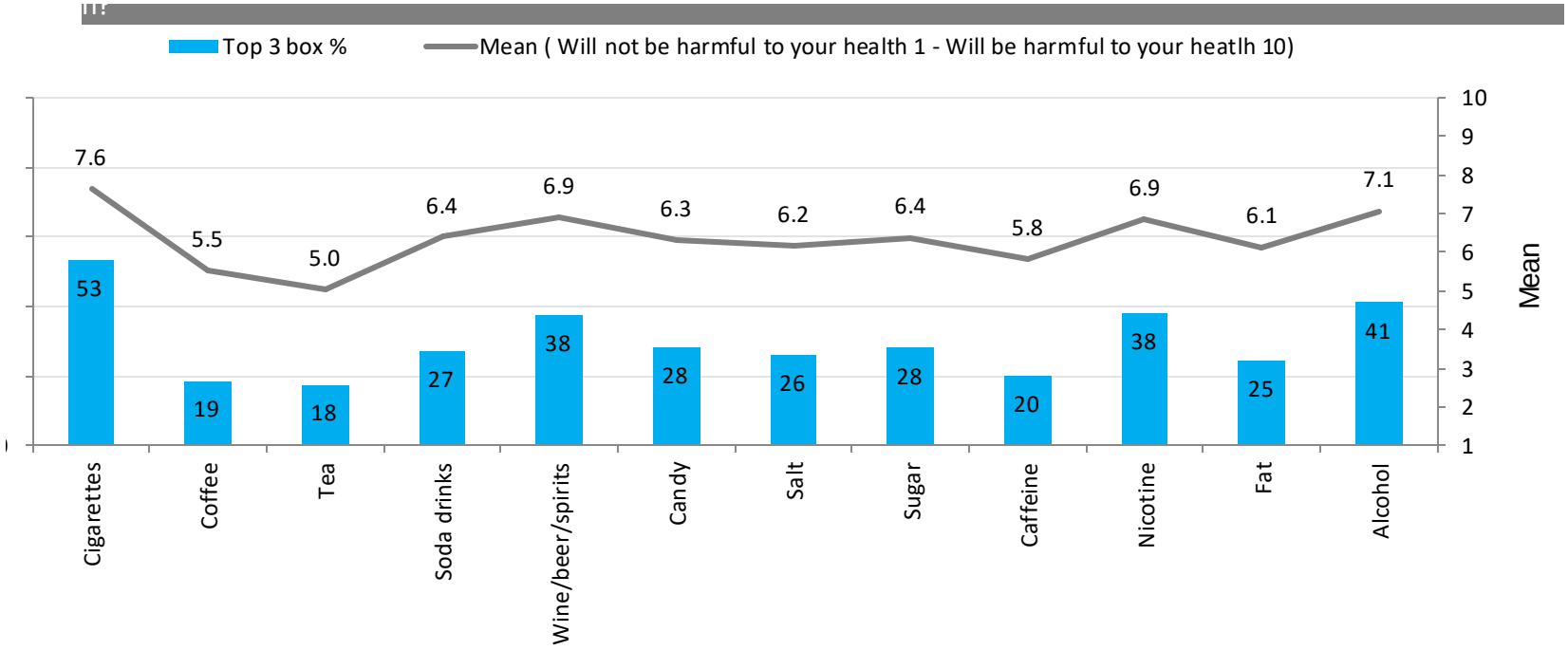


Figures are in %

Base : Random Sample, Current Users of tobacco products/ other products Men : n= 724 Women : n=672

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 Alcohol and Nicotine.

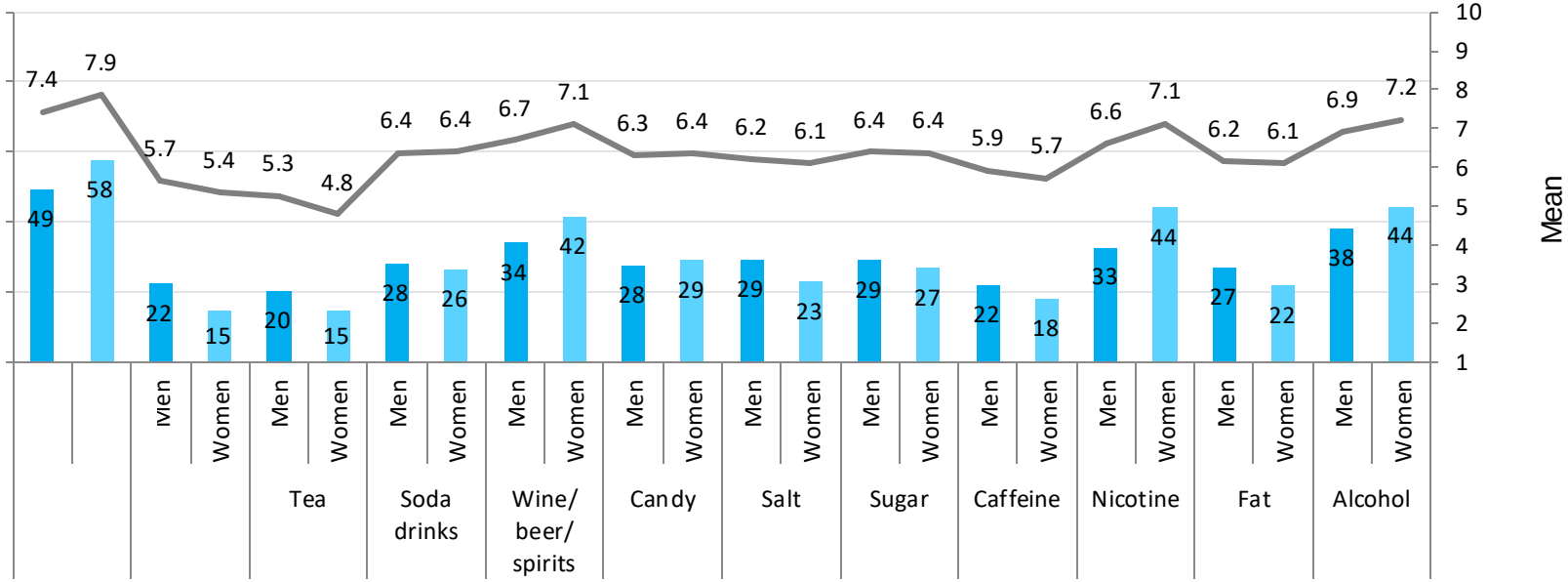


led 8, 9 or 10 on a 10 points scale (Will not be harmful to your health 1 - Will be harmful to your health 10)

nt Users of tobacco products/ other products : n= 1397

Risk perception comparison among various products

Both men and women current users/vapers/smokers consider Cigarettes to be the most harmful product, followed by Alcohol. Relatively more women believe Nicotine is harmful compared to men.

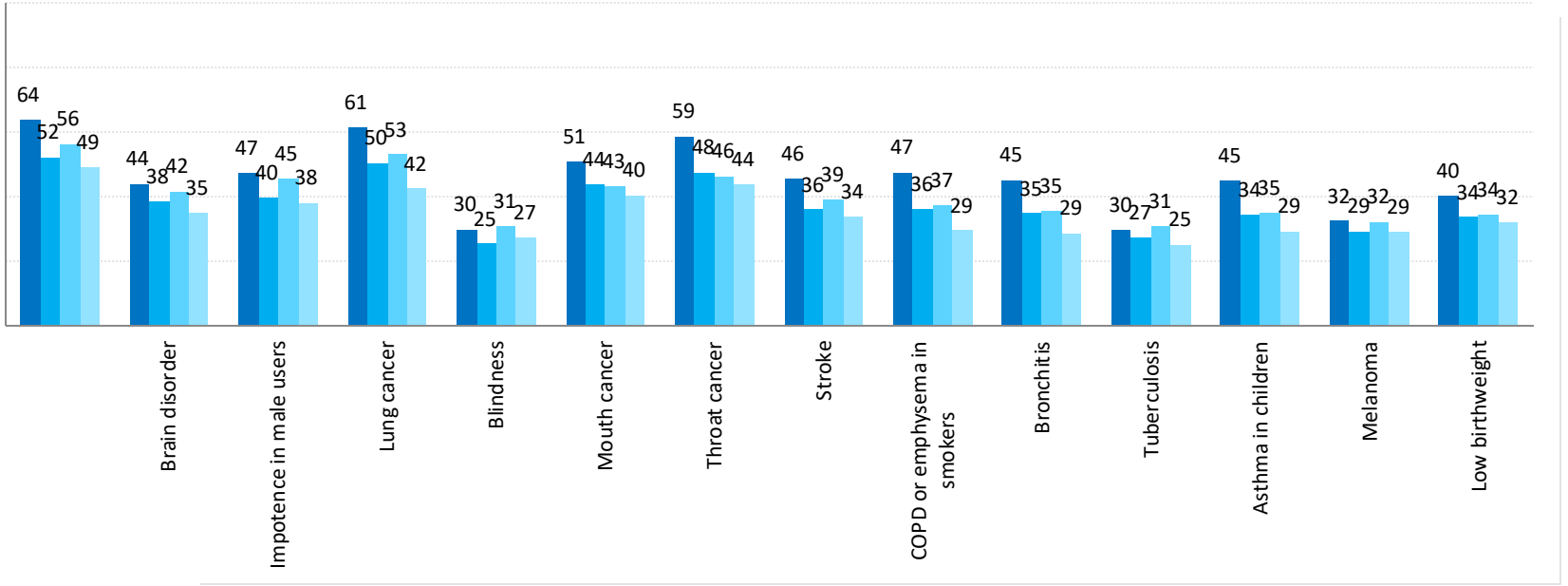


scale (Will not be harmful to your health 1 - Will be harmful to your health 10)

s/ other products Men : n=724 Women : n=672

Risk perception comparison among various tobacco and other products

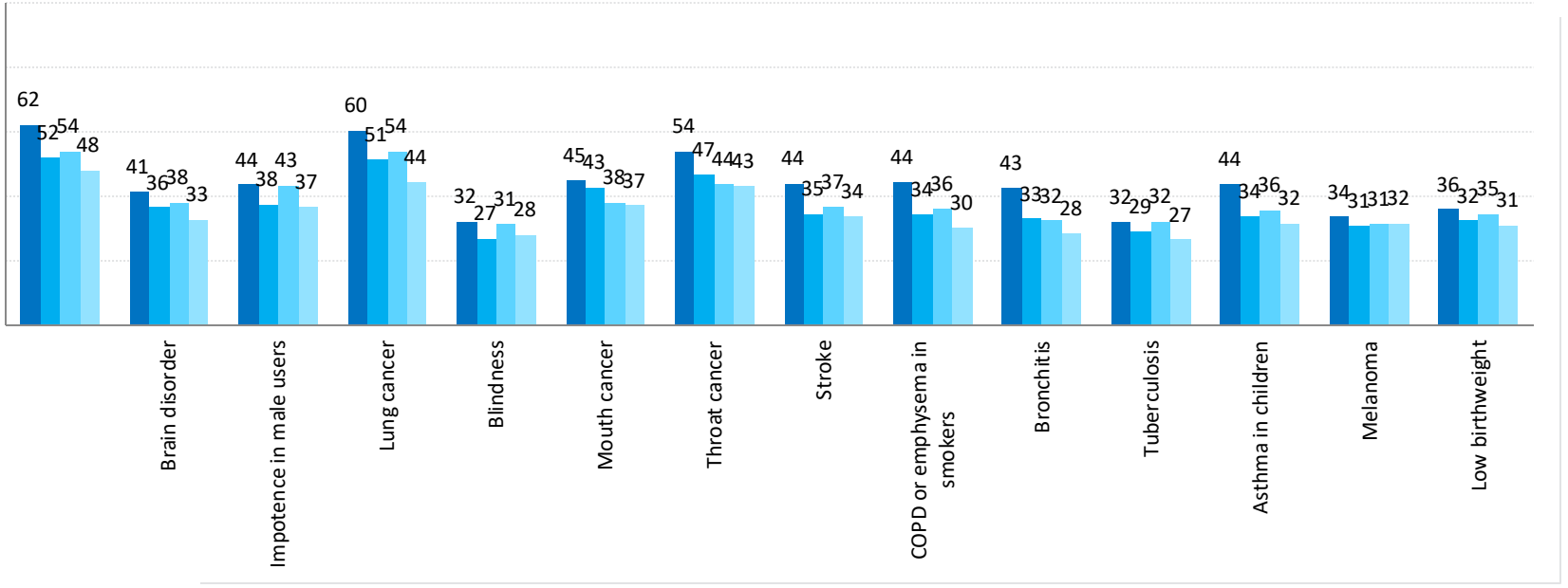
Smokeless Tobacco has the lowest risk perception of causing diseases among current users/ vapers/ smokers.



acco products/ other products : n= 1397

Risk perception comparison among various tobacco and other products

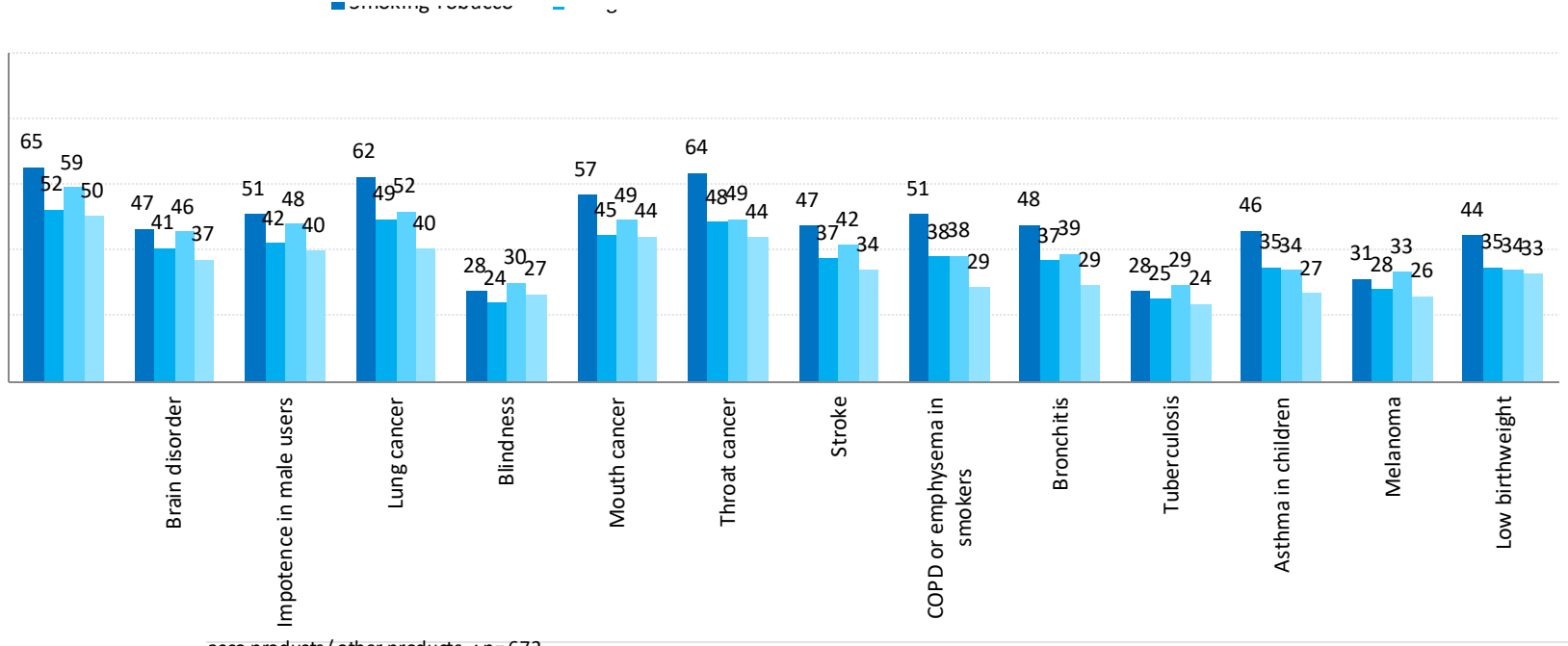
Among men smokers/vapers/ current users, Smokeless Tobacco has the lowest risk perception of causing diseases.



acco products/ other products : n=724

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. Throat Cancer due to Cigarettes had a higher mention by women (men: 54% women: 64%).

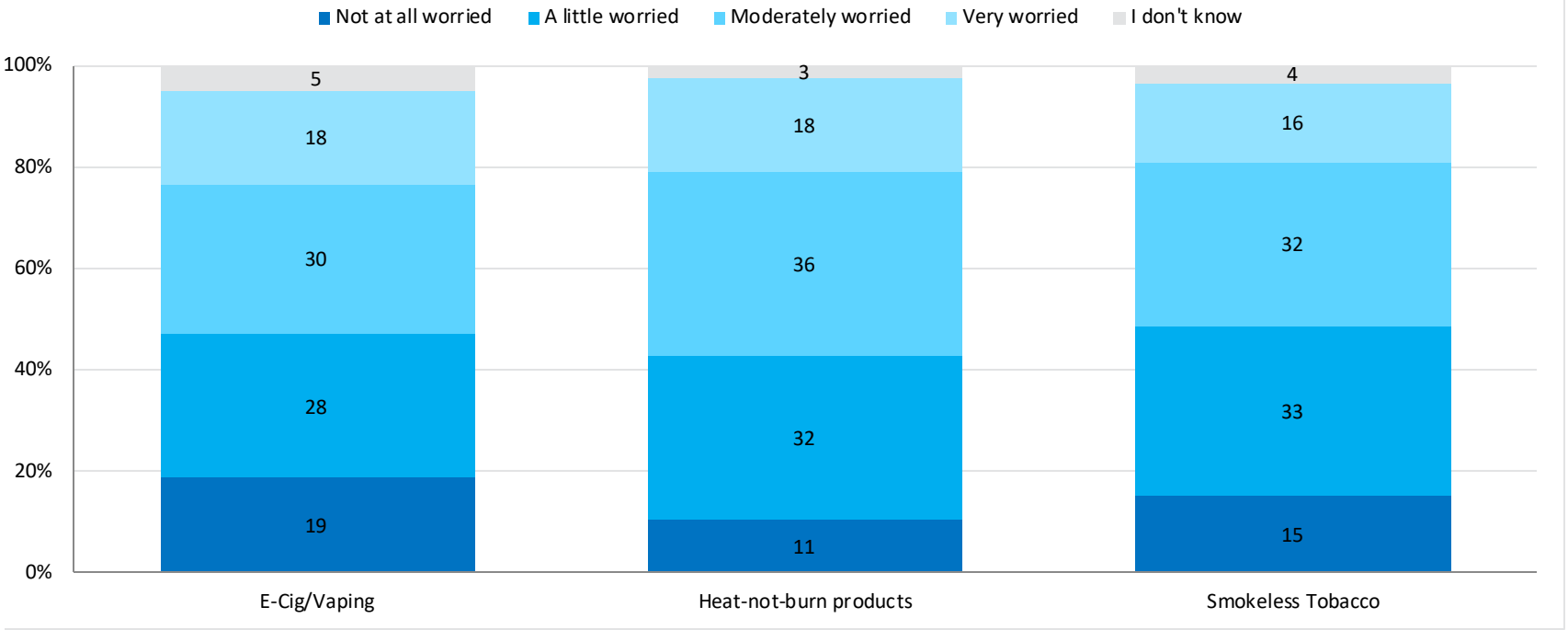


acco products/ other products : n= 672

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

Approximately 40% - 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?



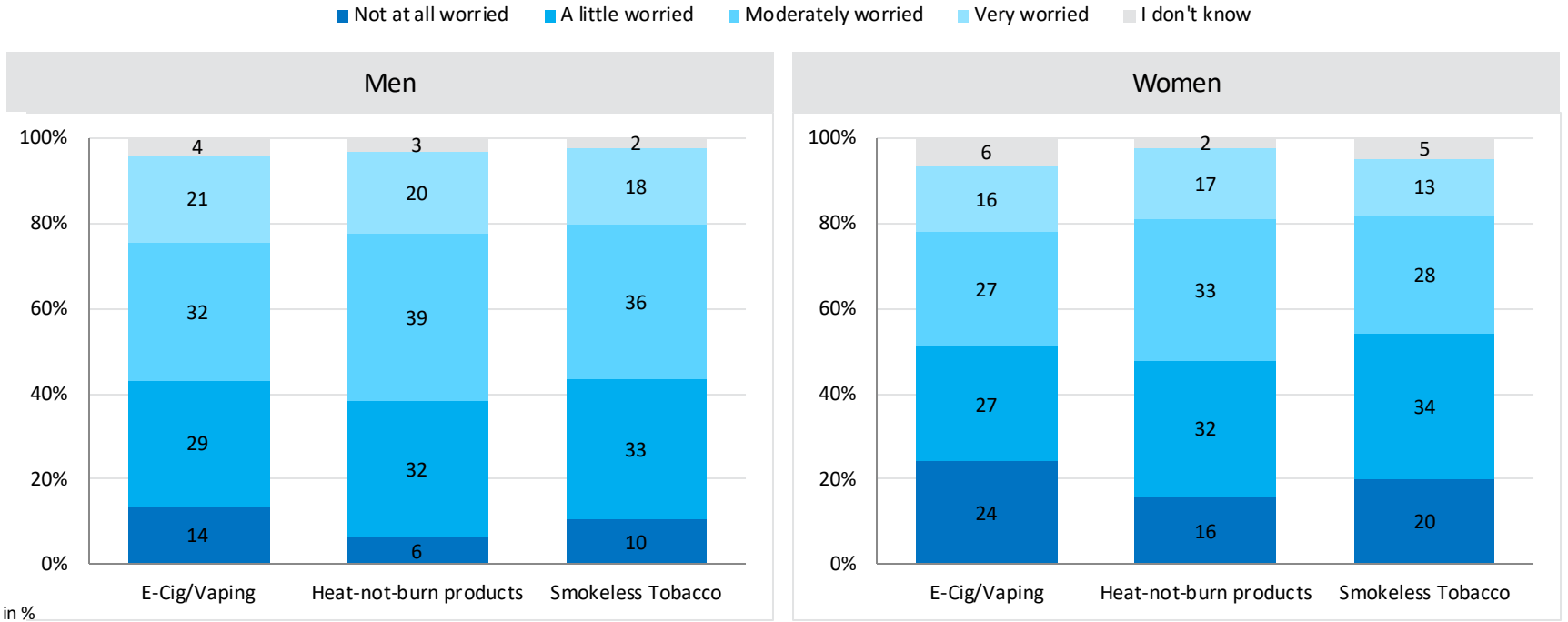
%

Sample, Those who are aware of the respective products : E – Cig n : 1387 Heat-not-burn products n: 1119 Smokeless tobacco n : 1333

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

Women are relatively more 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?

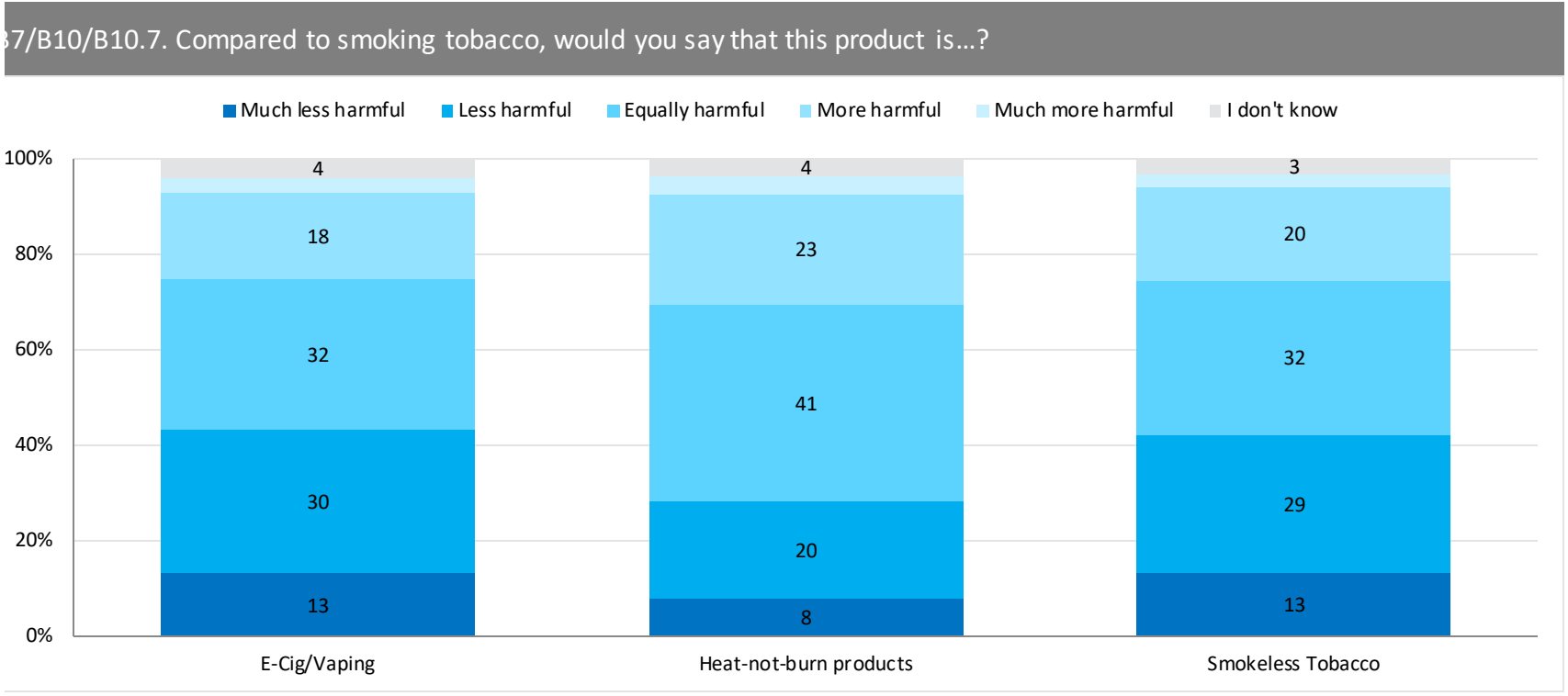


Figures are in %

Base : Random Sample, Those who are aware of the respective products: E – Cig Men: n=721 Women: n=665; Heat-not-burn products Men: n=607 Women: n=512; Smokeless tobacco Men: n=696 Women: n=636

Beliefs and perceptions- Current users/Vapers/Smokers

Approximately 40% of current users/smokers/vapers consider E-Cig & Smokeless Tobacco as less harmful than smoking tobacco. In the case of Heat-not-burn products, 64% believe it to be equally or more harmful than Smoking Tobacco.

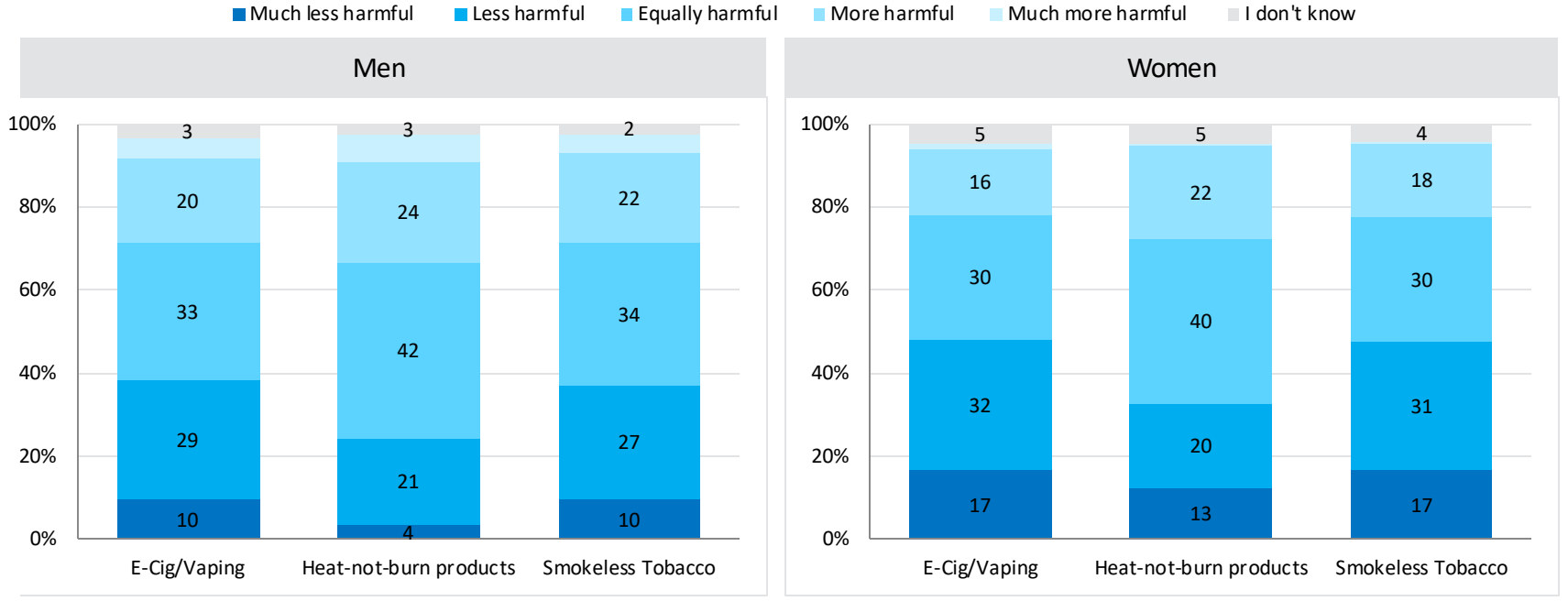


Sample, Those who are aware of the respective products : E – Cig n : 1387 Heat-not-burn products n: 1119 Smokeless tobacco n : 1333

Beliefs and perceptions- Current users/Vapers/Smokers

Among both men and women, the majority consider Heat-not-burn products equally or more harmful than Cigarettes.

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

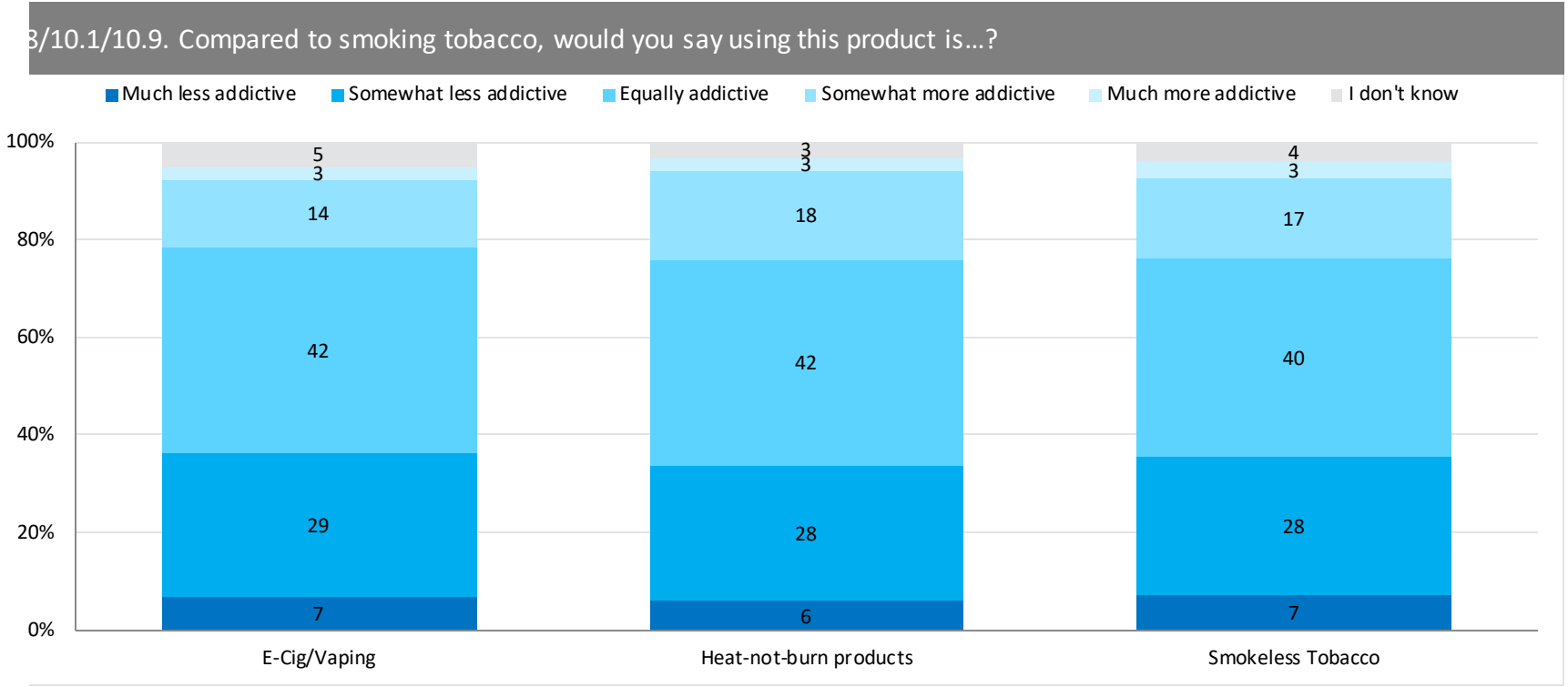


igures are in %

ase : Random Sample, Those who are aware of the respective products: E – Cig Men: n=721 Women: n=665; Heat-not-burn products Men: n=607 Women: n=512; Smokeless tobacco
Men: n=696 Women: n=636

Beliefs and perceptions- Current users/Vapers/Smokers

Around 40% of the current users of tobacco products/ other products users believe E-Cig, Heat not burn products & Smokeless Tobacco 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.

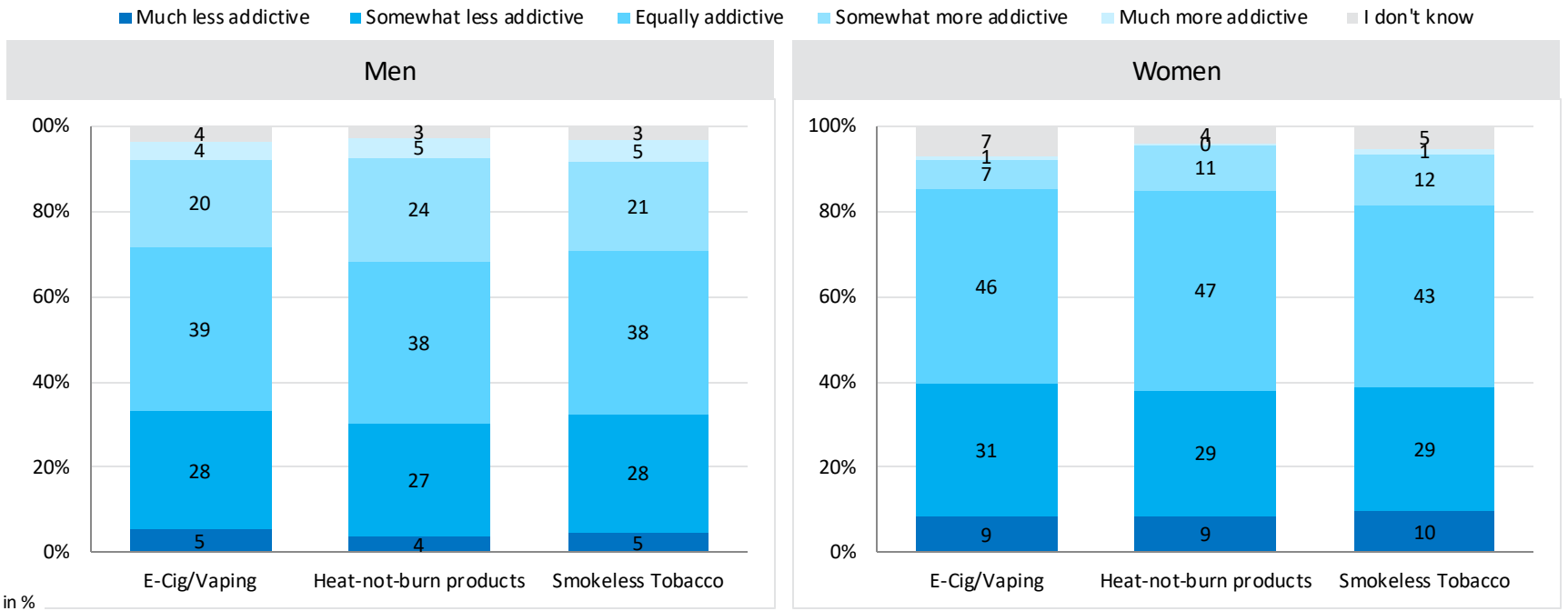


ample, Those who are aware of the respective products : E – Cig n : 1387 Heat-not-burn products n: 1119 Smokeless tobacco n : 1333

Beliefs and perceptions- Current users/Vapers/Smokers

Among both men and women current users/smokers/ vapers, around 40%-45% believe E-Cig, Heat-not-burn products & Smokeless Tobacco 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…?



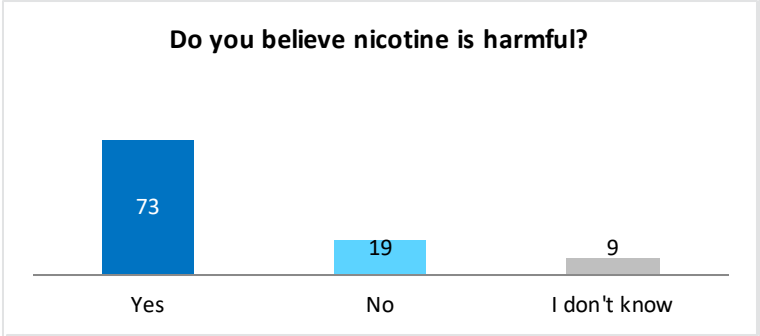
igures are in %

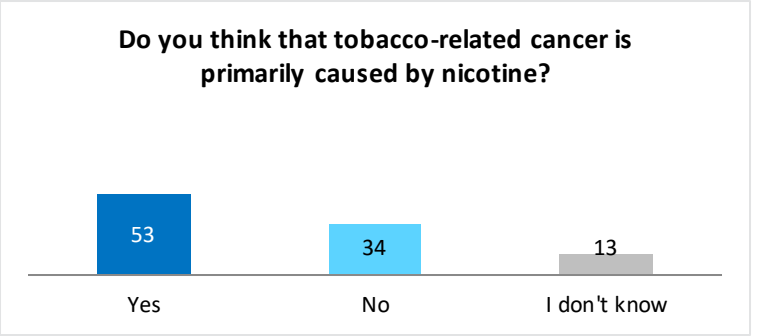
ase : Random Sample, Those who are aware of the respective products: E – Cig Men: n=721 Women: n=665; Heat-not-burn products Men: n=607 Women: n=512; mokeless tobacco Men: n=696 Women: n=636

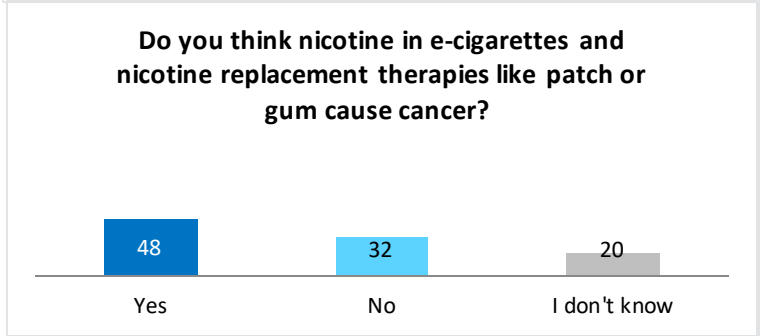
Risk perception of Nicotine - Current users/Vapers/Smokers

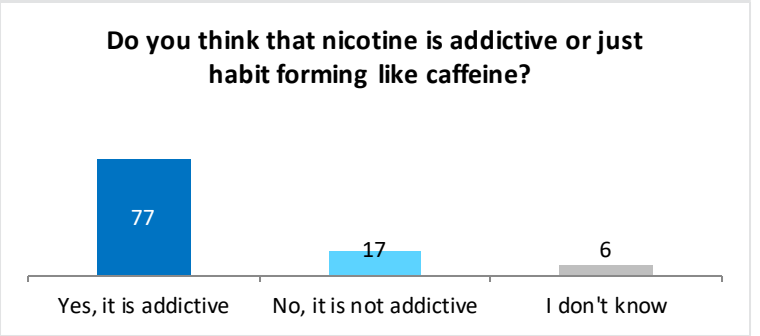
The majority of the current users/ vapers/ smokers believe nicotine is harmful and addictive. 53% of current users/vapers/smokers think that tobacco-related cancer is primarily caused by Nicotine, while every 1 out of 2 opined that E-Cig/ nicotine replacement therapies like patch or gum cause cancer.

Nicotine







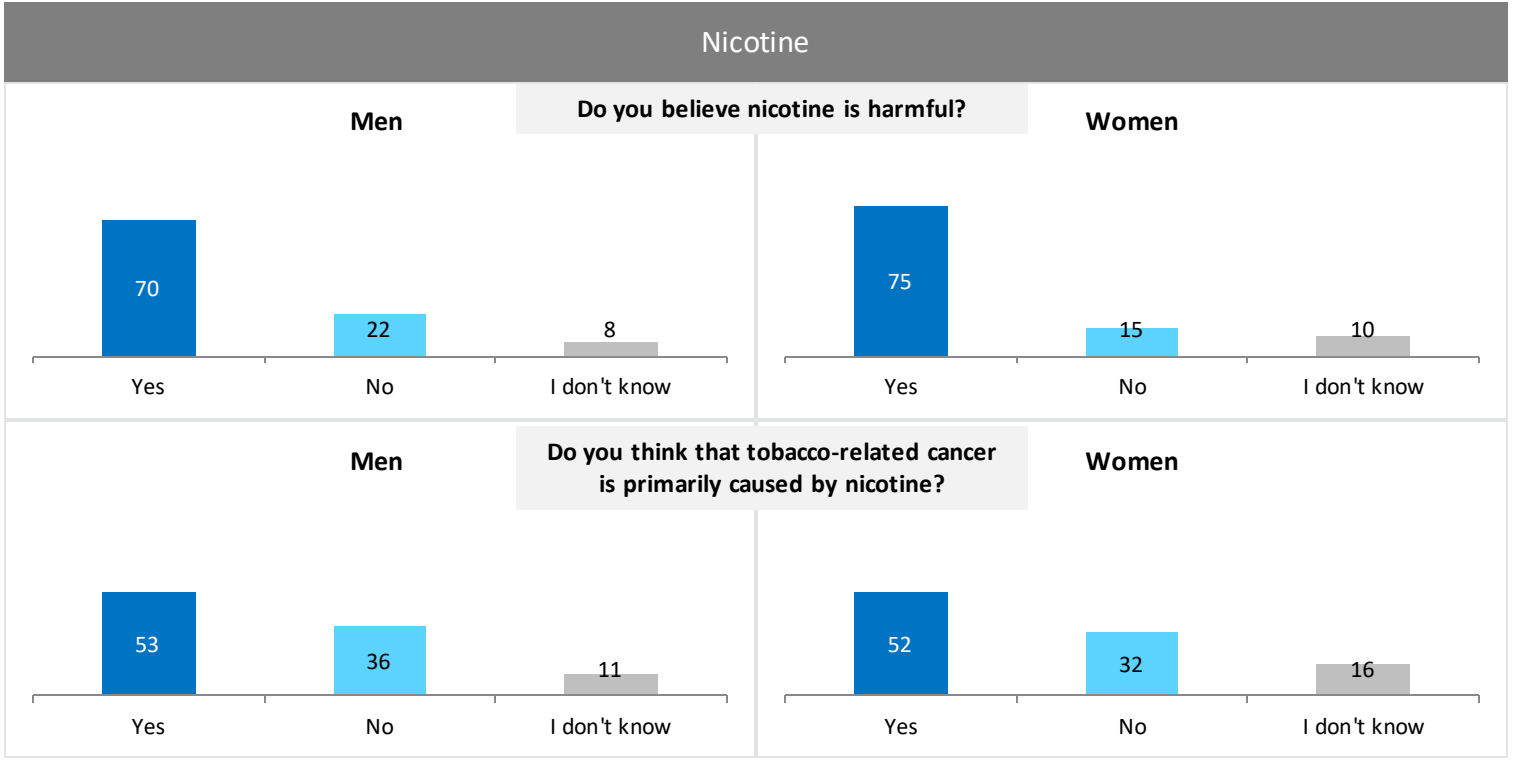


;

Sample, Current Users of tobacco products/ other products : n= 1397

Risk perception of Nicotine - Current users/Vapers/Smokers

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

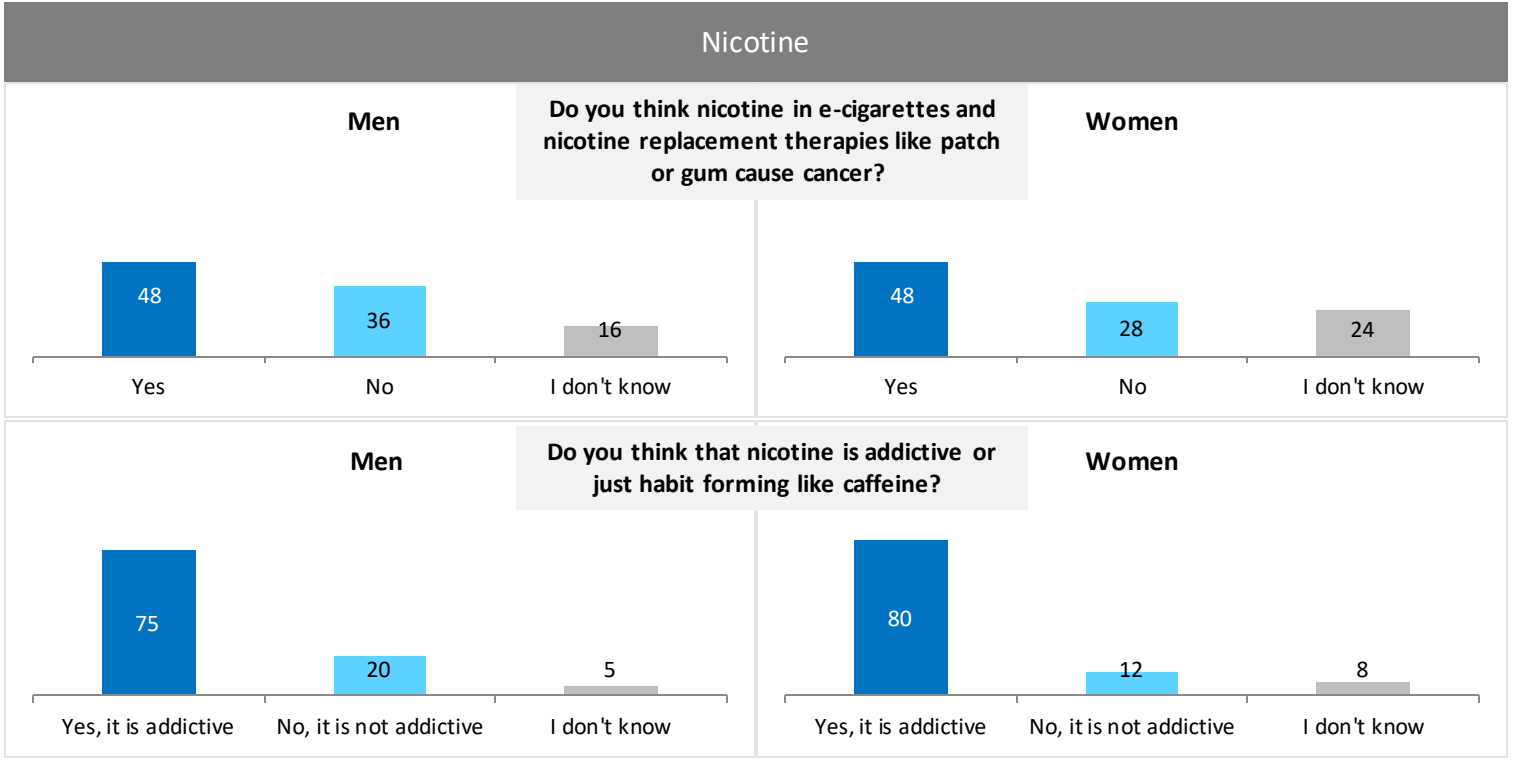


s are in %

Random Sample, Current Users of tobacco products/ other products Men : n= 724 Women : n=672

Risk perception of Nicotine - Current users/Vapers/Smokers

Among both men and women, the majority of the people believe nicotine is addictive. 1 out of 2 current users of tobacco/other products opined that E-Cig/ nicotine replacement therapies like patch or gum causes cancer.

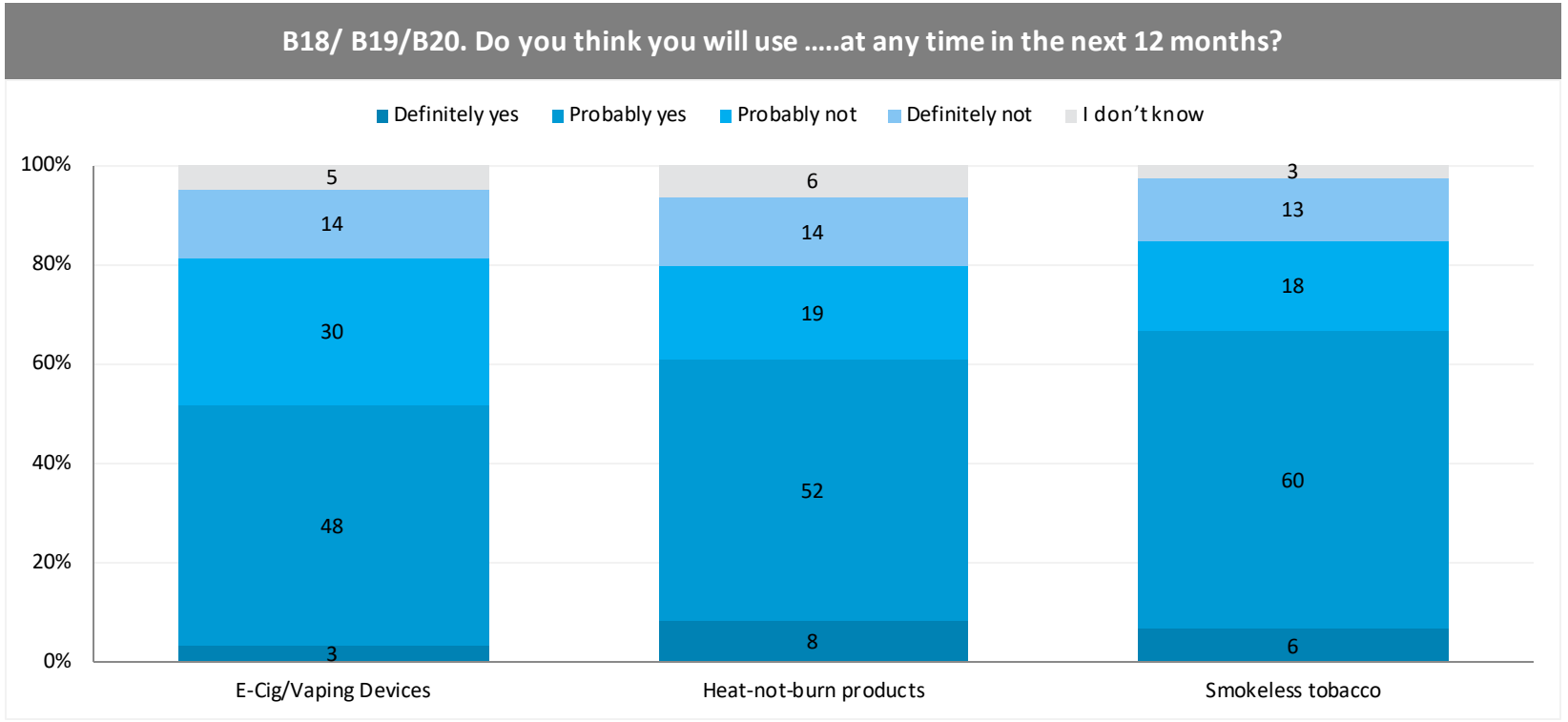


s are in %

Random Sample, Current Users of tobacco products/ other products Men : n= 724 Women : n=672

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

Among the current users/smokers/vapers who are not currently using Smokeless Tobacco; 66% of them are willing to use Smokeless Tobacco in the next 12 months.

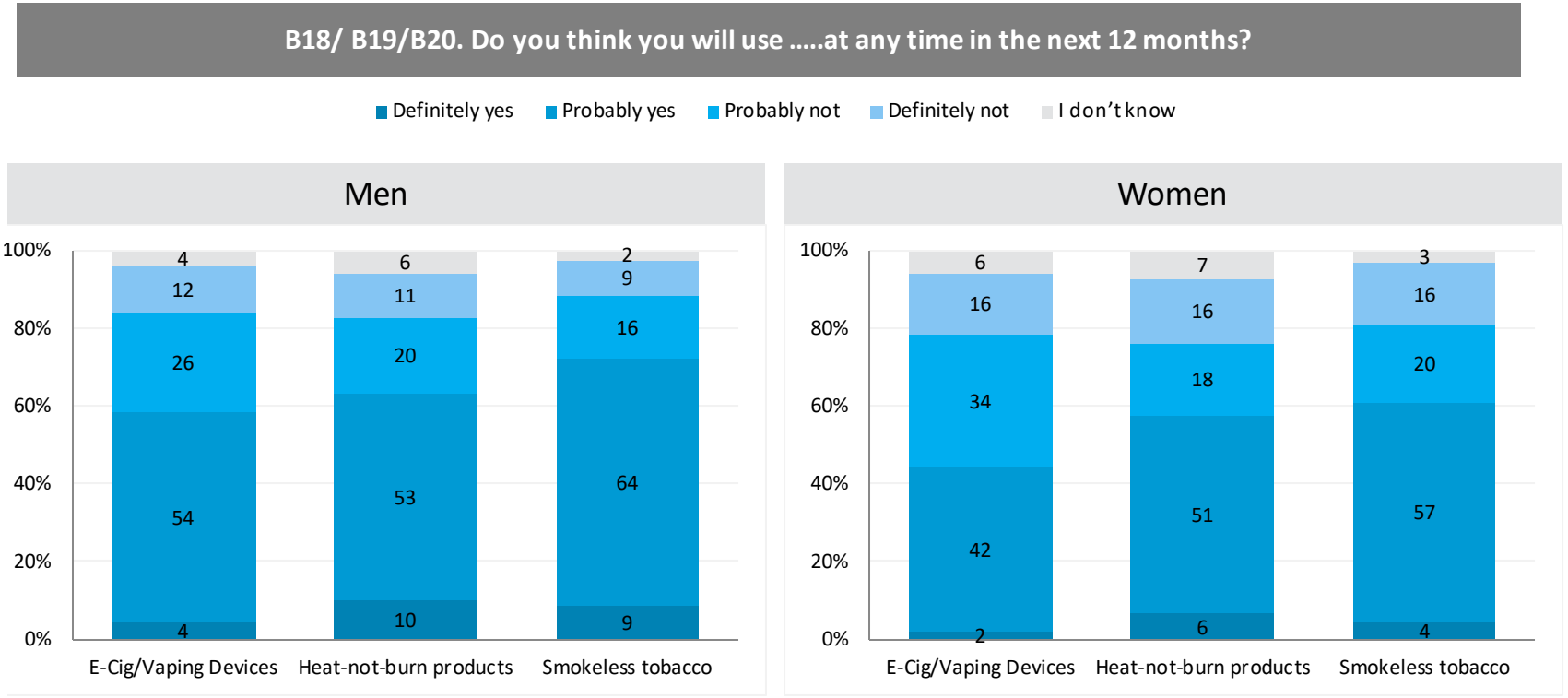


%

Sample, Tobacco users/ other product users who are non users of E-Cig n: 1173, non users of Heat-not-burn products n: 1372, non users of smokeless tobacco n:1124

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

Willingness to use E-Cig & Smokeless Tobacco is relatively higher among men.



igures are in %
ase : Random Sample, Tobacco users/ other product users who are non users of E-Cig Men: n=613 Women: n=560, non users of Heat-not-burn products Men: n=702
Vomen: n=669, non users of smokeless tobacco Men: n=564 Women n=559

4.3 Quitting and Quitters

Profile Comparison

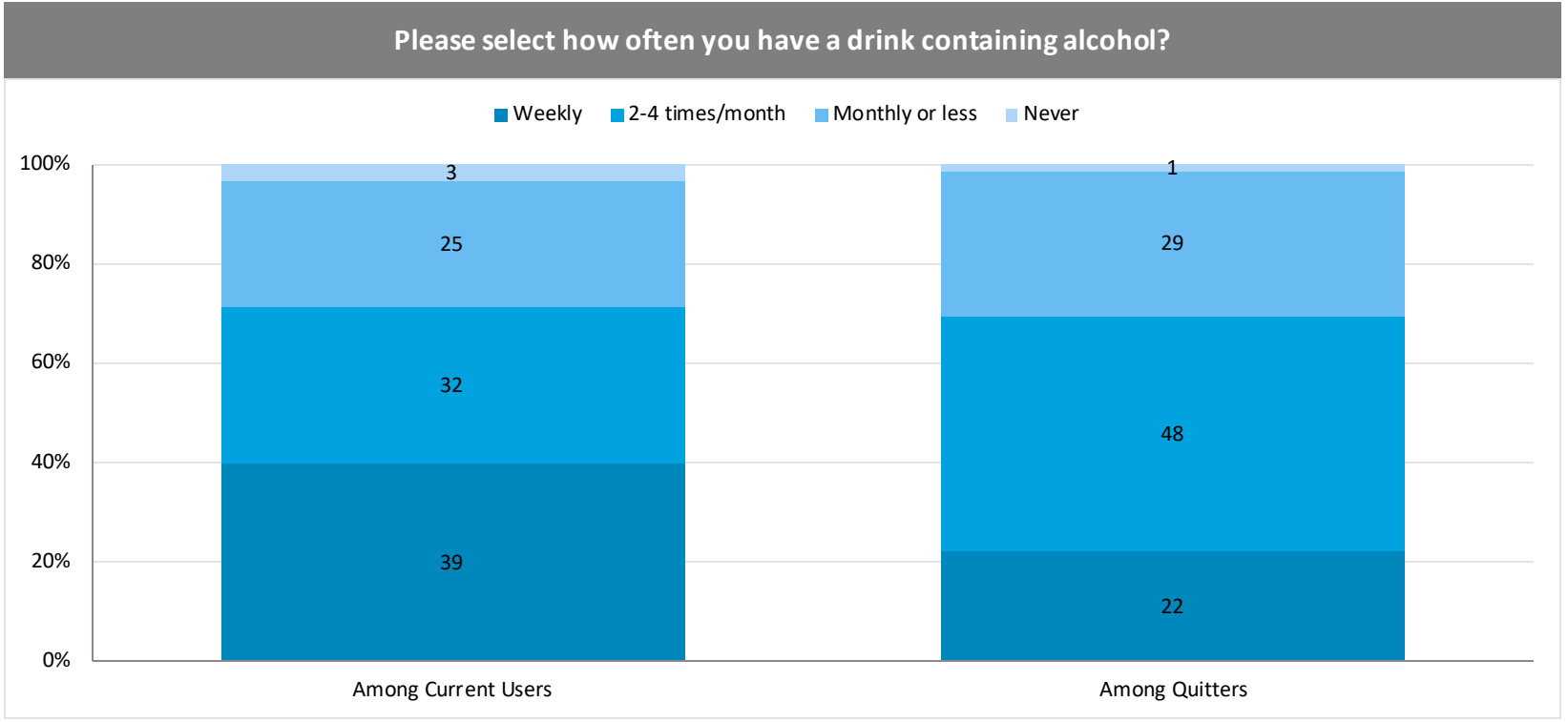
The demographic profile of quitters does not vary from the current users. However, relatively more respondents from the age group of 18-24 years fall under quitters.

Profile of current users and quitters		
	Current Users/ Vapers/ Smokers	**Quitters** (who quit tobacco in last 5 years)
Base	**1397**	**301**
Men	52	60
Women	48	40
18-24 yrs	20	32
25-35yrs	28	22
36-50yrs	27	18
51- 69 yrs	25	27
Rural	12	8
Small Town	25	27
Large Town	63	65

Figures are in %
Base : Random Sample, Current Users of tobacco products : n= 1397, Quitters n=301

Comparison between Among Current Users/ Vapers/ Smokers & Quitters

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

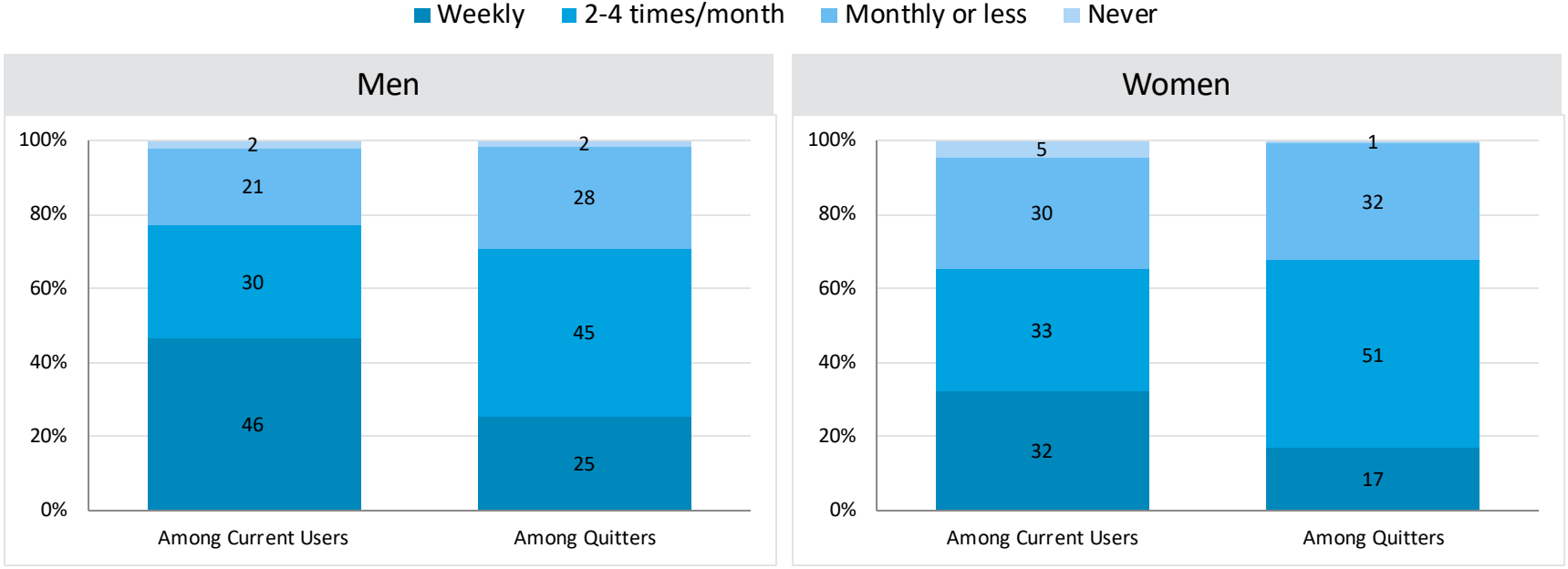


ong Quitters: Data is for past consumption prior to quitting
re in %
ndom Sample, Current Users of tobacco products : n= 1397, Quitters n=301

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?



Note: Among Quitters: Data is for past consumption prior to quitting
Figures are in %
Base : Random Sample, Current Users of tobacco products Men : n= 724 Women : n=672, Quitters Men : n = 181 Women : n = 120

Usage Comparison

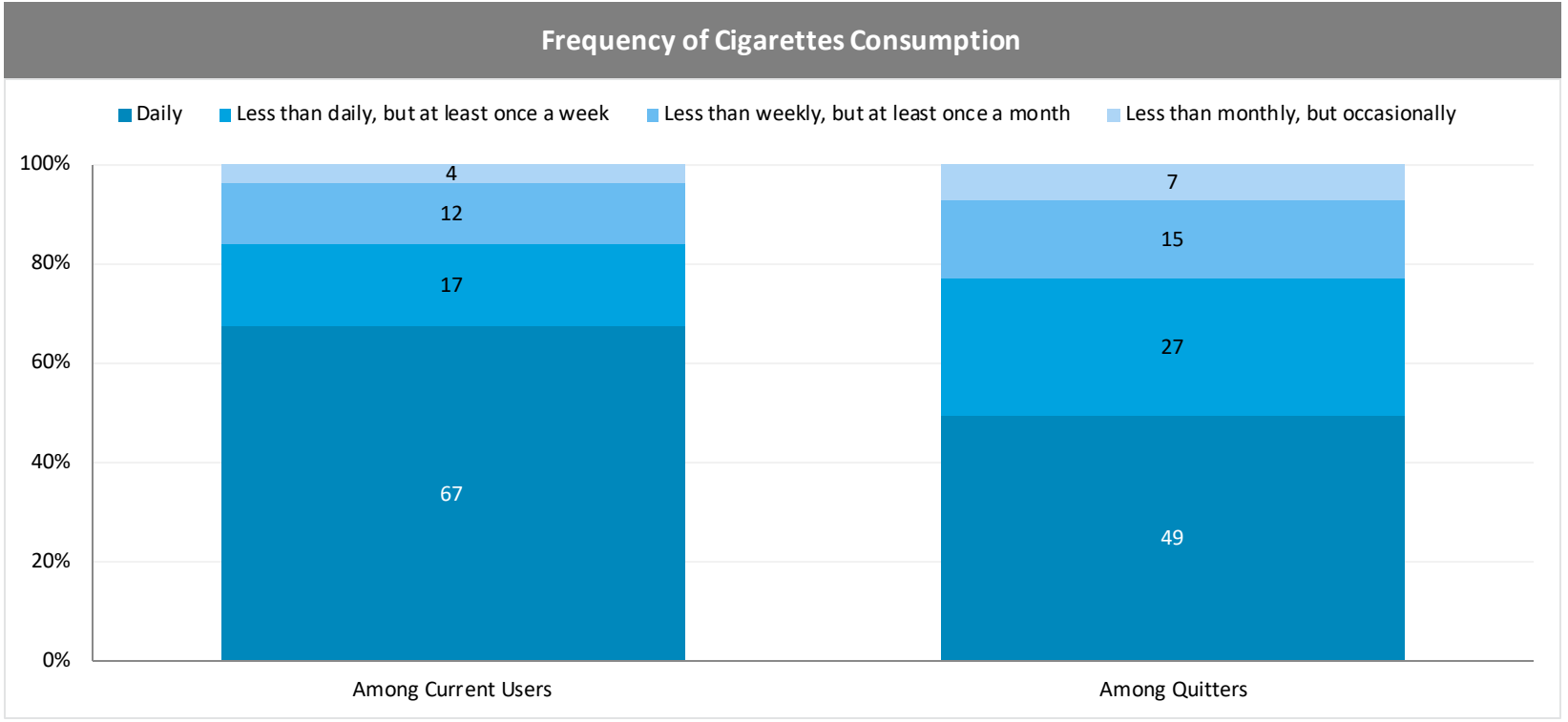
Among quitters, usage of Cigarettes was relatively more than among current users/ vapers/ smokers, whereas, among current users, E-Cig with nicotine was relatively more than among quitters.

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	**1397**	**301**
Cigarettes	71	93
Rolled Cigarettes	11	9
Electronic cigarettes/vaping devices with nicotine	14	4
Capsule/Flavored cigarettes	3	3
Tubed Cigarettes	17	14
Electronic cigarettes/vaping devices without nicotine	5	4
Nicotine gum	4	10
Nicotine patch	1	0

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 Usage Comparison

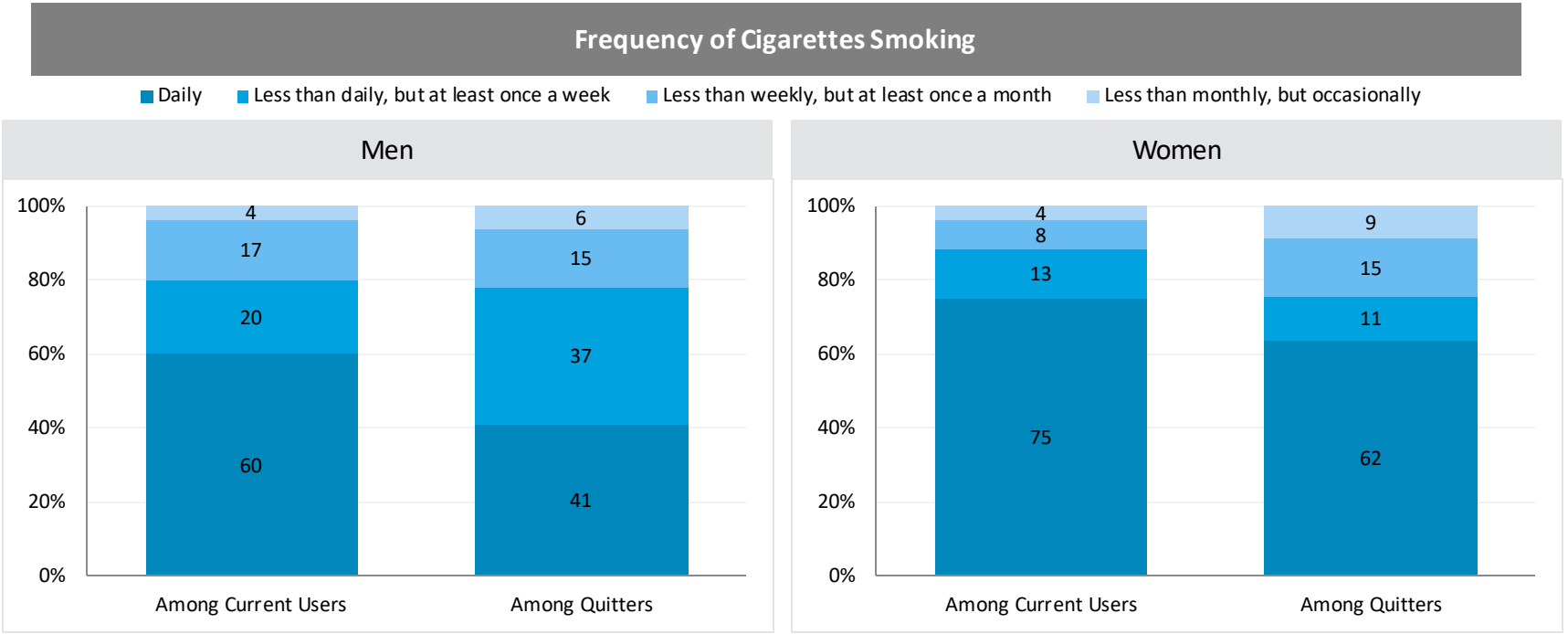
Among current users/ vapers/ smokers, daily usage of Cigarettes is higher compared to quitters.



ong Quitters: Data is for past consumption prior to quitting
e in %
ndom Sample, Current Users of Factory made Cigarettes : n= 996, Quitters n=280

Frequency of Usage Comparison

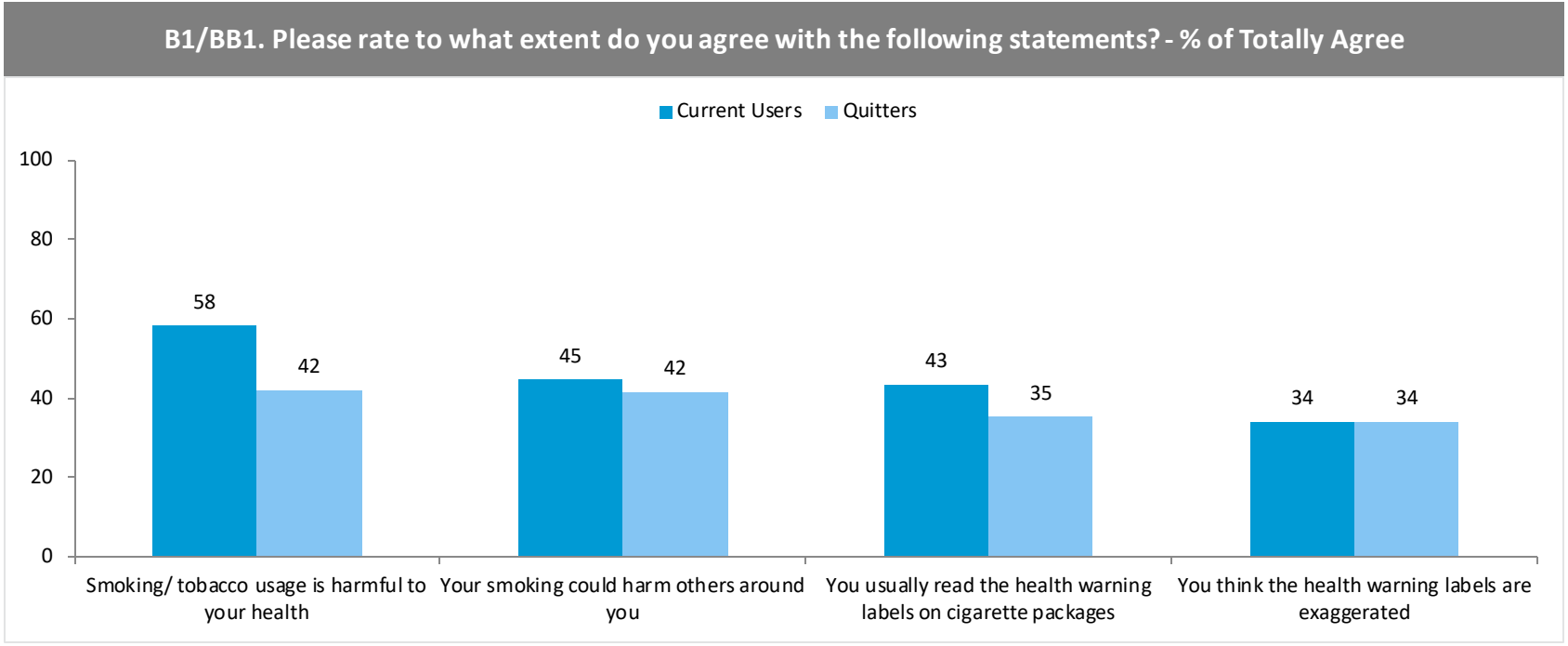
Among both men and women, daily usage of Cigarettes is higher among current users compared to quitters.



Note: Among Quitters: Data is for past consumption prior to quitting
Figures are in %
Base : Random Sample, Current Users of Factory made Cigarettes Men : n = 508 Women : n=488, Quitters Men : n = 175 Women : n=105

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

Smoking Tobacco is considered more harmful for the smoker among quitters compared to current users.

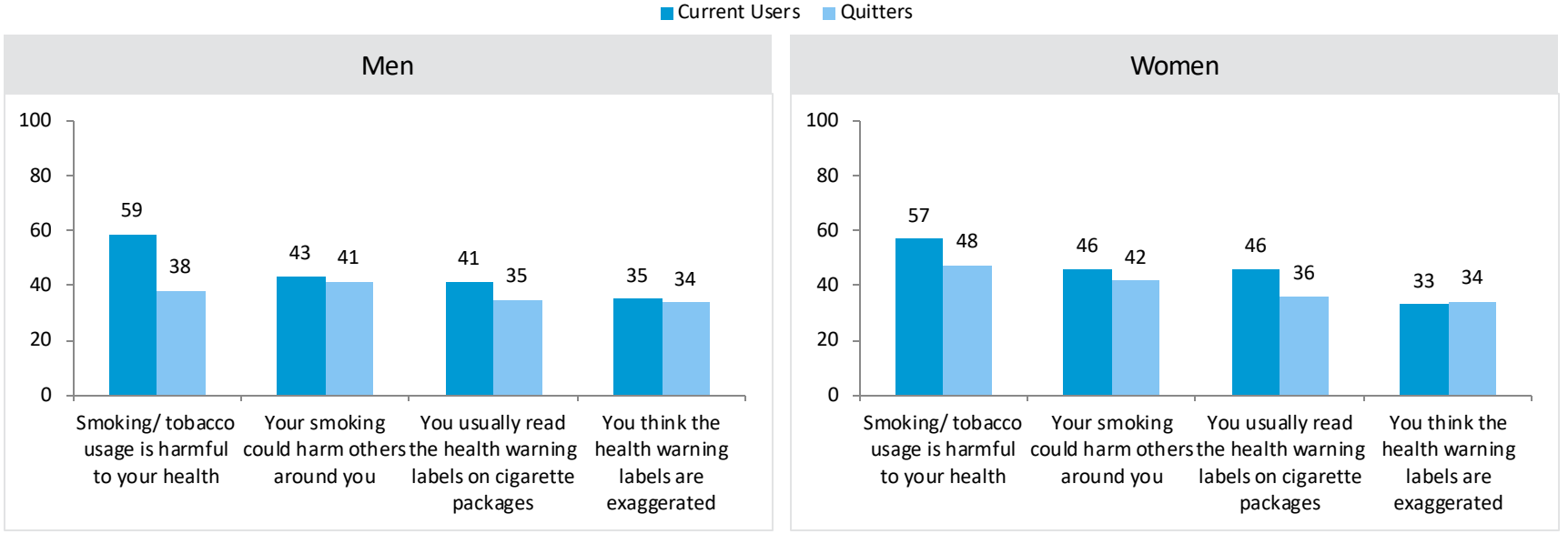


Figures are in %
Base : Random Sample, Current Users of tobacco products/ other products : n= 1397 Quitters : n=301

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

Among both men and women, Smoking Tobacco is considered more harmful for the smoker among quitters compared to current users.

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



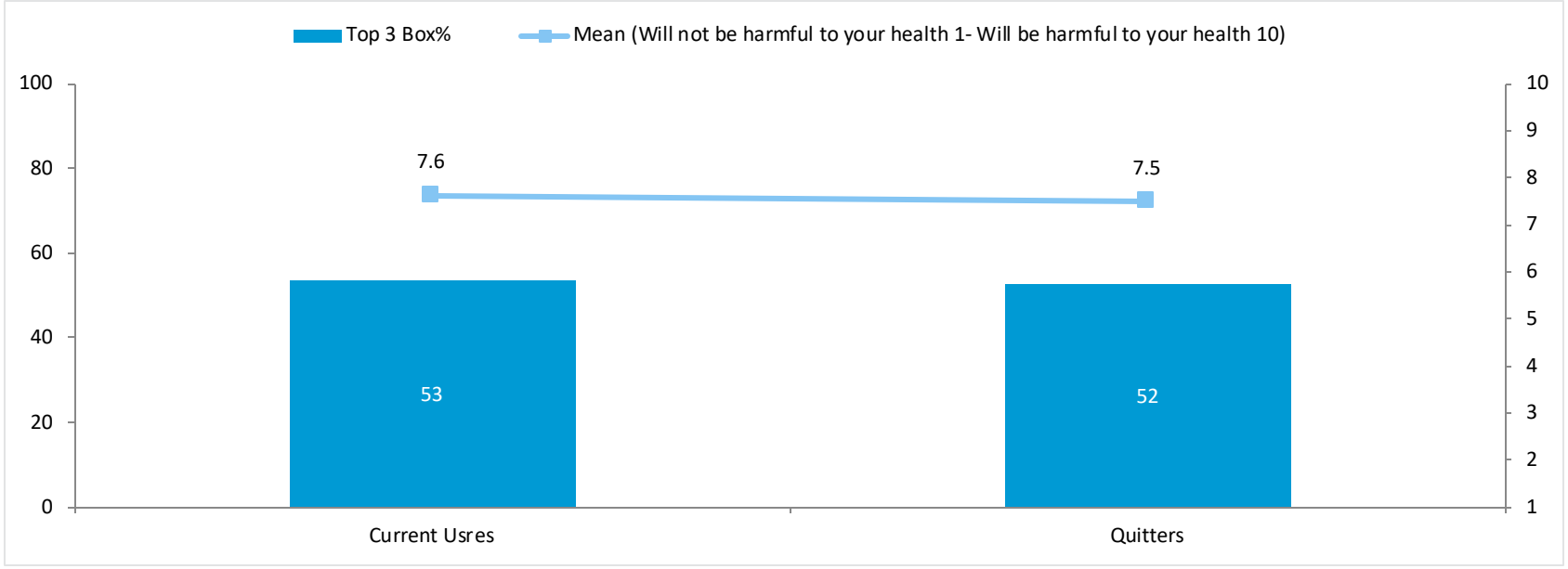
Figures are in %

Base : Random Sample, Current Users of tobacco products/ other products Men : n= 724 Women : n=672, Quitters Men : n = 181 Women : n=120

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

lo difference observed in risk perception between current smokers/users/vapers and quitters.

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)



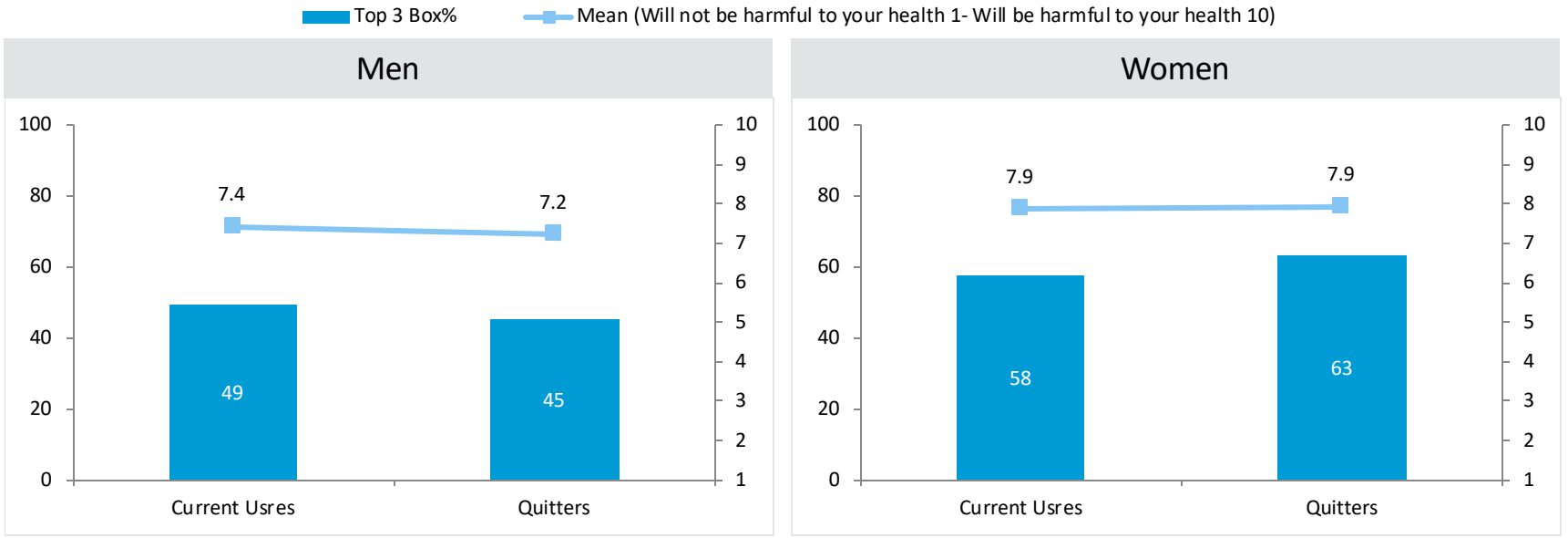
%: Those who coded 8, 9 or 10 on a 10 points scale (Will not be harmful to your health 1 - Will be harmful to your health 10)

Figures are in %
Base : Random Sample, Current Users of tobacco products/ other products : n= 1397 Quitters : n=301

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

Among both men and women, no major difference observed in risk perception between current users/smokers/vapers and quitters.

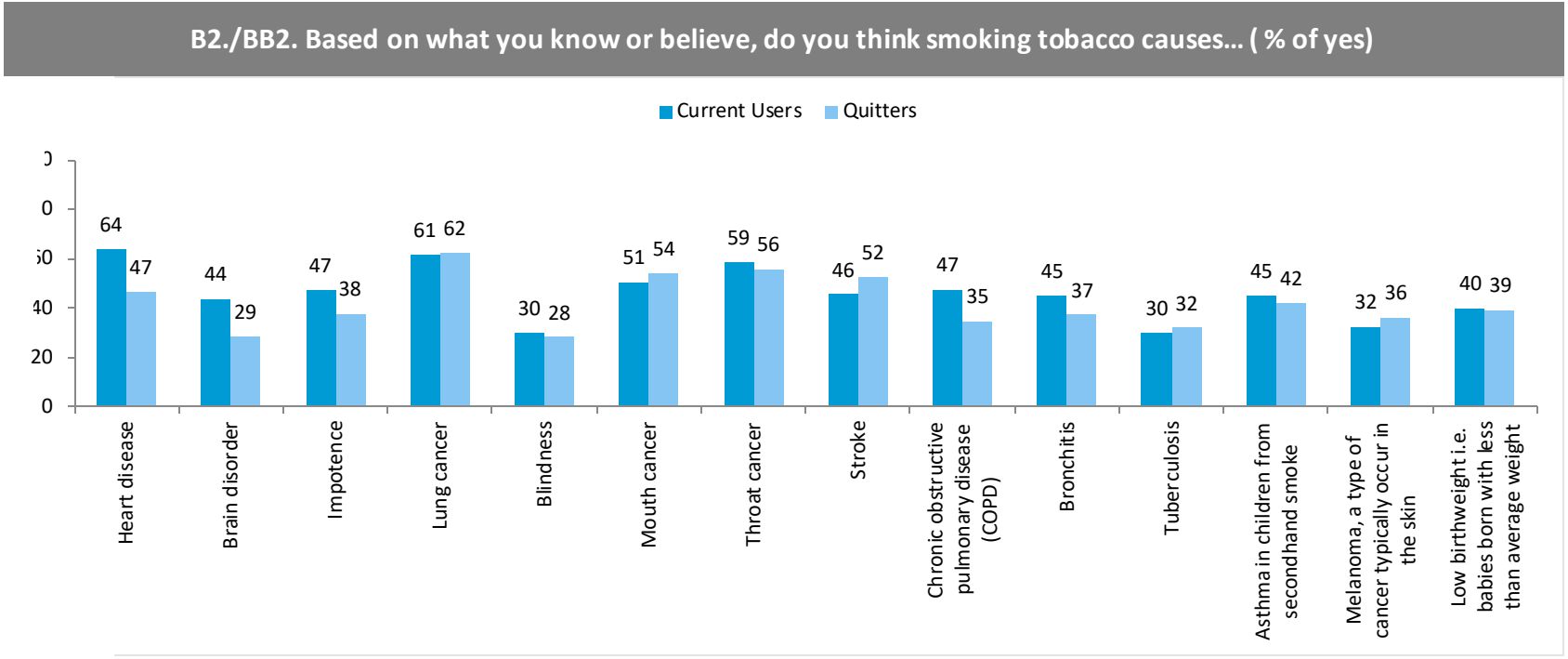
B3./BB3. On a scale from 1 to 10, to what extent do you think a moderate daily use of the Cig. can harm your health? (Will not be harmful to your health 1 – Will be harmful to your health 10)



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= 724 Women : n=672, Quitters Men : n = 181 Women : n=120

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

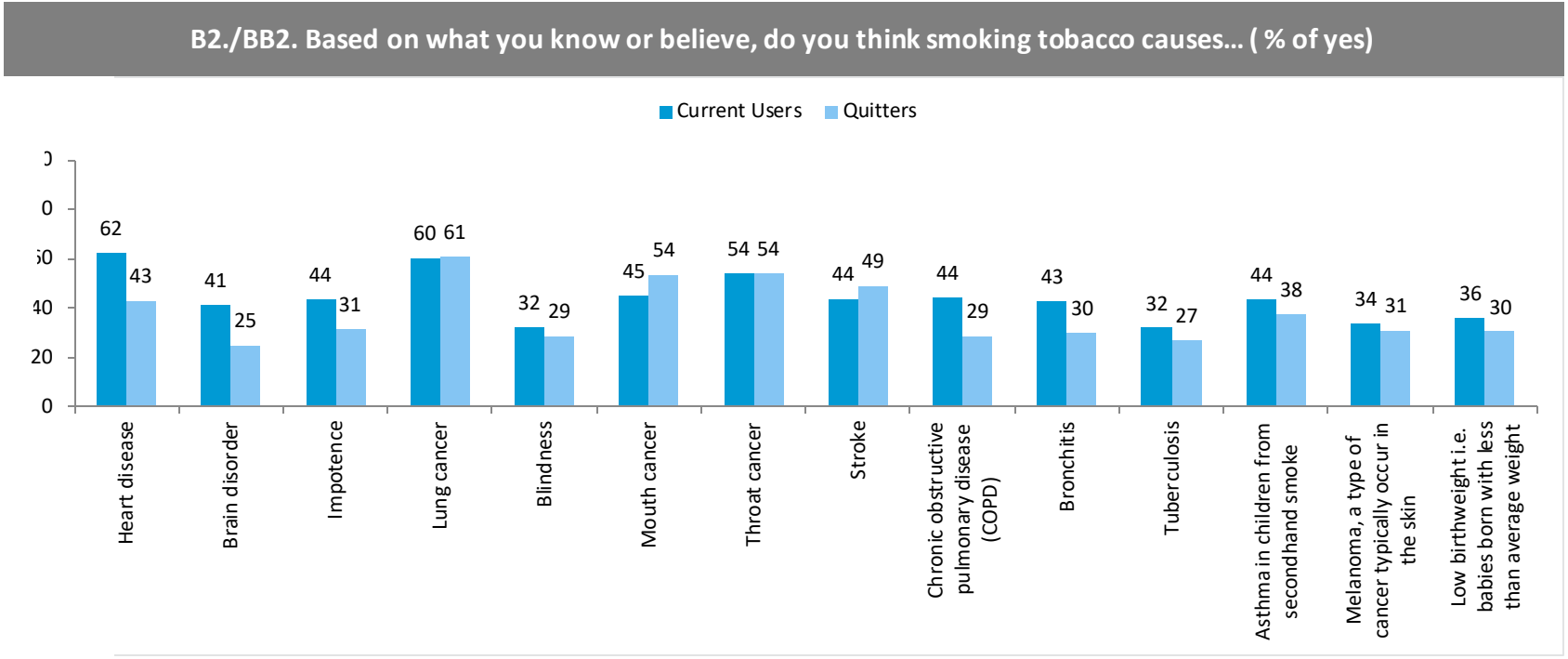
Relatively more current users/ vapers / smokers believe smoking tobacco causes heart attack, brain disorder & COPD.



Figures are in %
Base : Random Sample, Current Users of tobacco products/ other products : n= 1397 Quitters : n=301

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

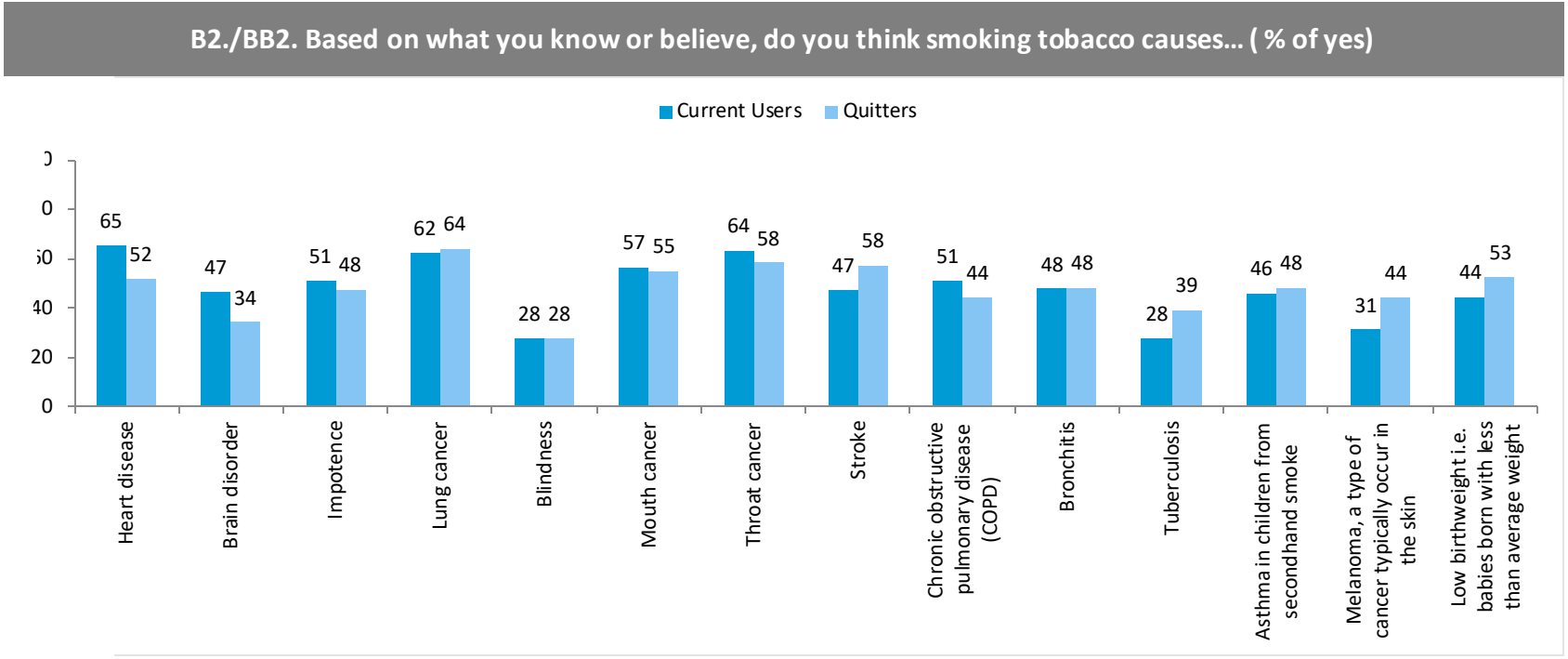
Relatively more current users/ vapers / smokers believe smoking tobacco causes heart attack, brain disorder & COPD.



Figures are in %
Base : Random Sample, Current Users of tobacco products/ other products Men : n= 724, Quitters Men : n = 181

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

The risk perception of low birth-weight & throat cancer was noticed to be higher among women, especially among quitters.



Figures are in %

Base : Random Sample, Current Users of tobacco products/ other products Women : n=672, Quitters Women : n=120

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

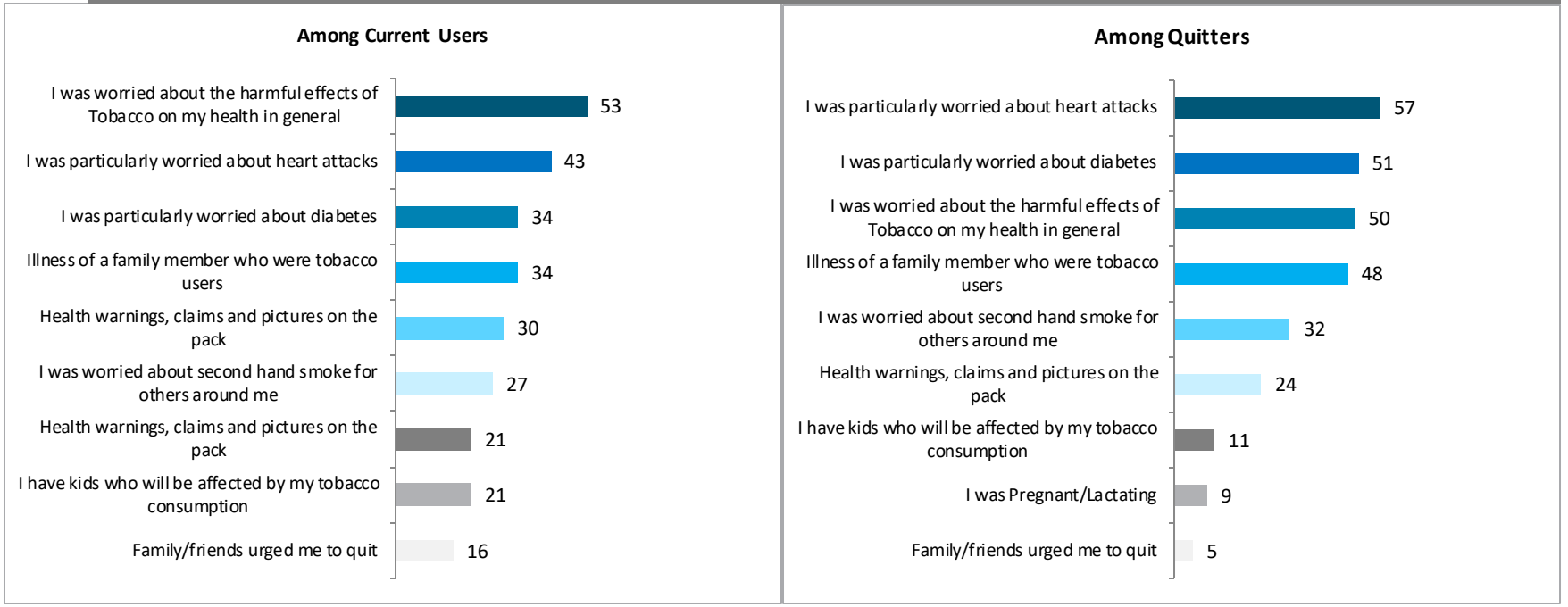
The majority (84%) claimed that they have attempted to quit tobacco/other products. 70% of the users/vapers/smokers claimed that they are planning to quit.

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 area or village	Small or middle sized town	Large town
		%	%	%	%	%	%	%	%	%
n	1397	724	672	282	390	375	350	163	345	887
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	**84**	81	87	77	81	88	87	82	81	85
No	**16**	19	13	23	19	12	13	18	19	15
B16.Are you planning to quit smoking/ using tobacco products?										
Yes	**70**	66	75	68	65	70	77	60	59	76
No	**19**	23	14	19	23	18	15	18	23	17
I don't know	**11**	10	11	12	12	11	8	20	18	6
I prefer not to answer	**0**	0	1	1	0	1	0	2	0	0

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?

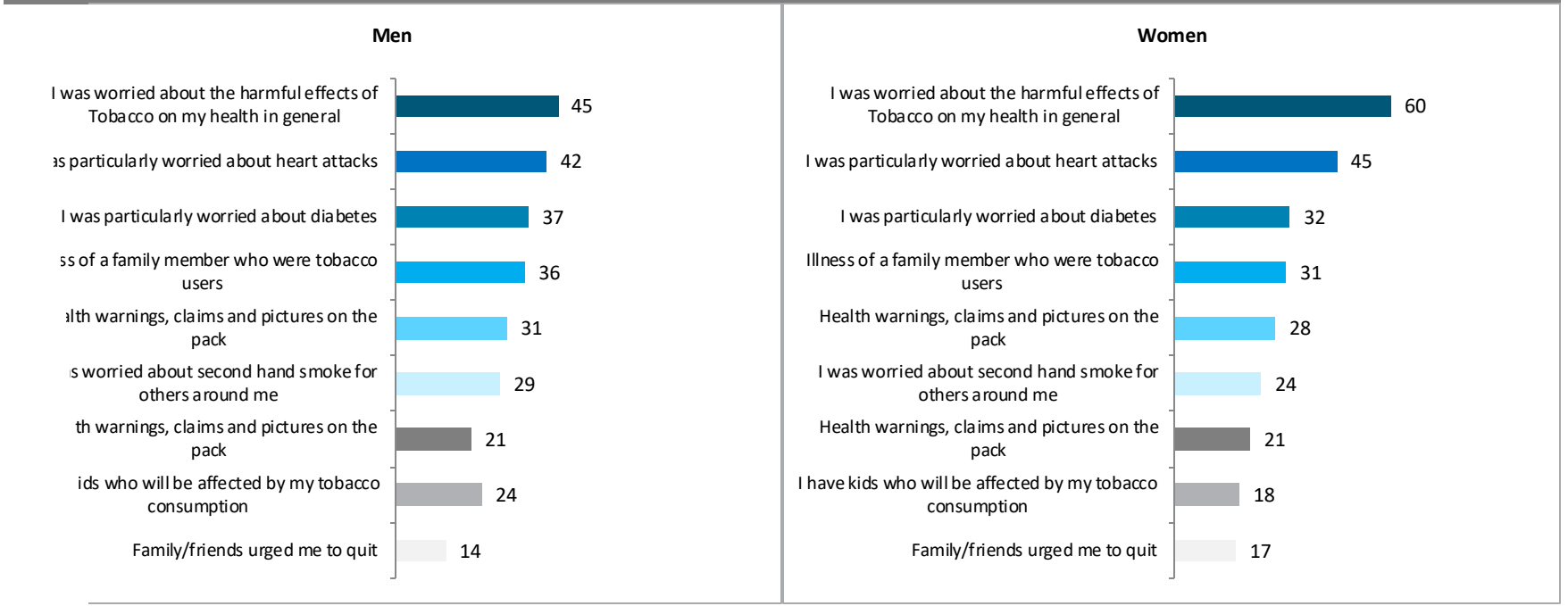


le, Current Users who attempted to quit: n= 1169, Quitters n=301

Reasons For Quitting - Among Current Users/Smokers/Vapers

Among both men and women, worry about the harmful effects of tobacco on health and worried about heart attacks are the main reasons of attempting to quit.

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



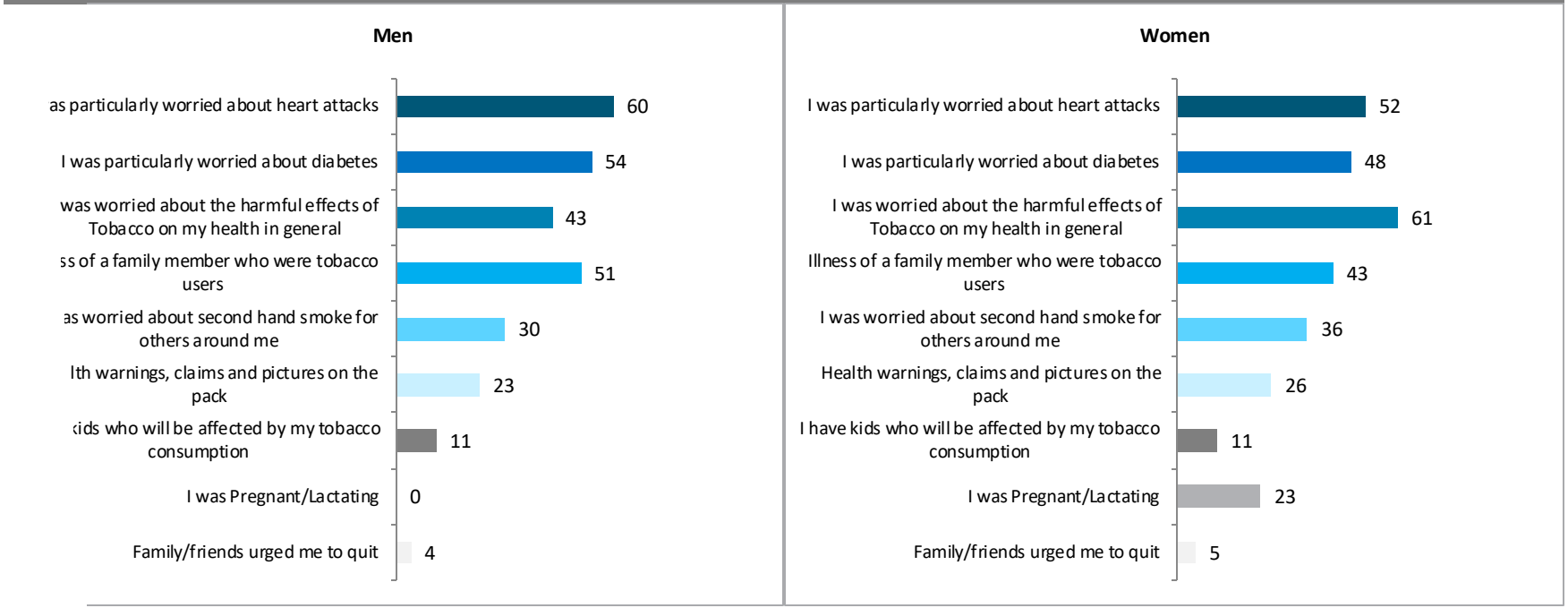
Figures are in %

Base : Random Sample, Current Users who attempted to quit Men : n = 585 Women : n=583

Reasons For Quitting - Among Quitters

Among both men and women, worried about heart attacks is one of the main reasons for quitting. For women, worry about the harmful effects of tobacco is the leading cause of quitting.

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

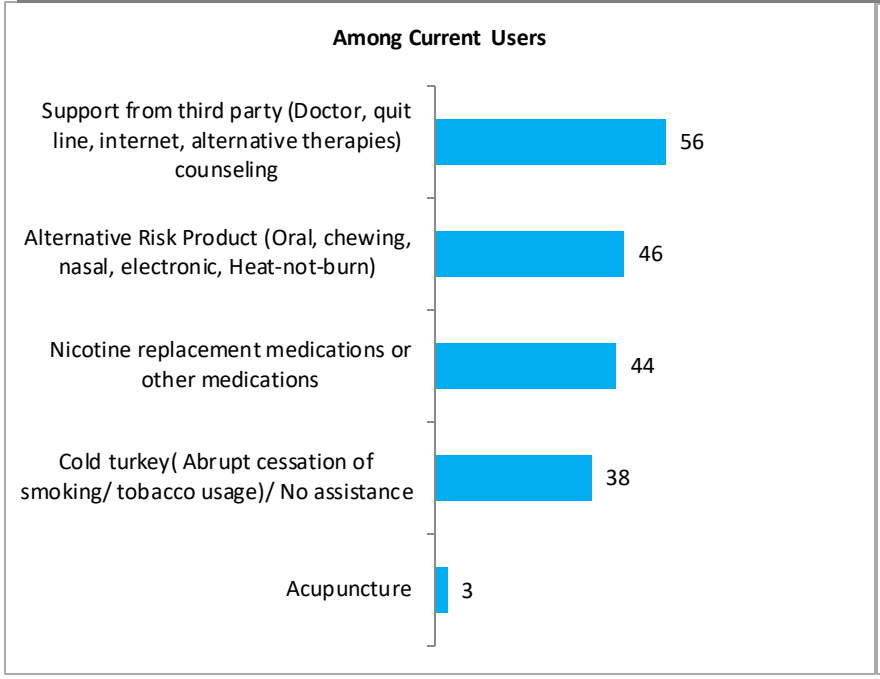


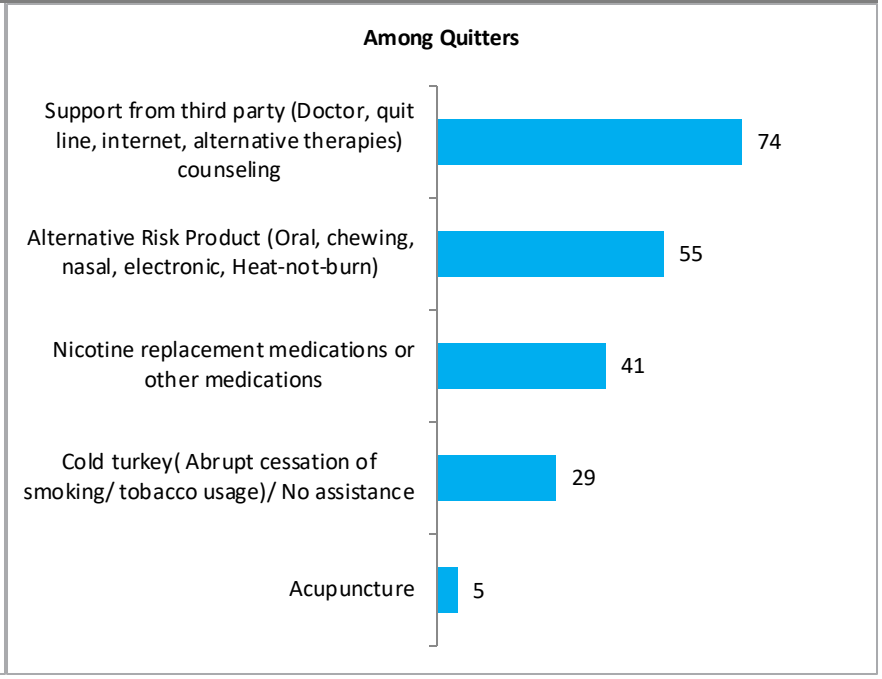
Figures are in %

Base : Random Sample, Current Users who attempted to Quitters Men : n = 181 Women : n=120

upport from third-party followed by Alternative risk products are the major means of quitting.

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

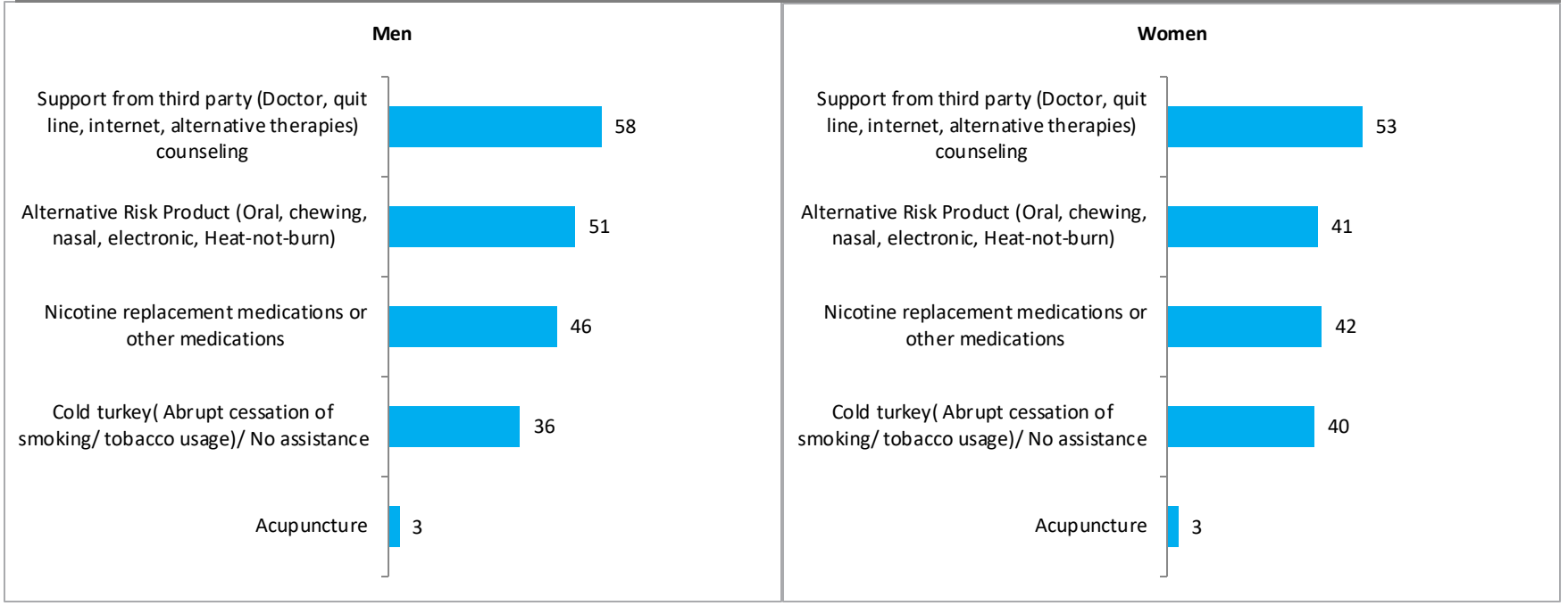




in %
om Sample, , Current Users who attempted to quit: n= 1169, Quitters n=301

Among both men and women, Support from third-party followed by Alternative risk products are the major means of quitting for current users/ vapers/ smokers.

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

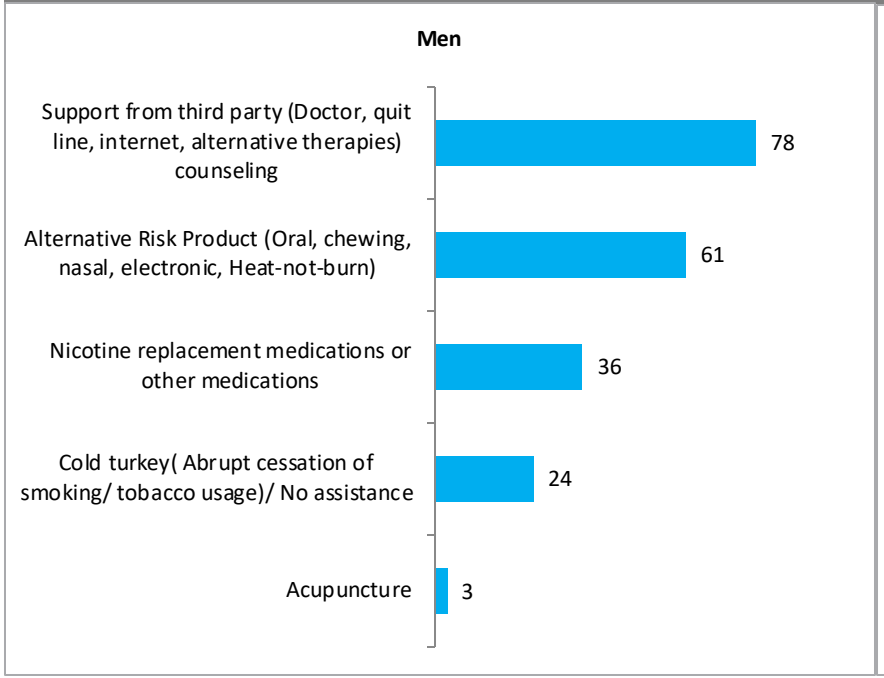


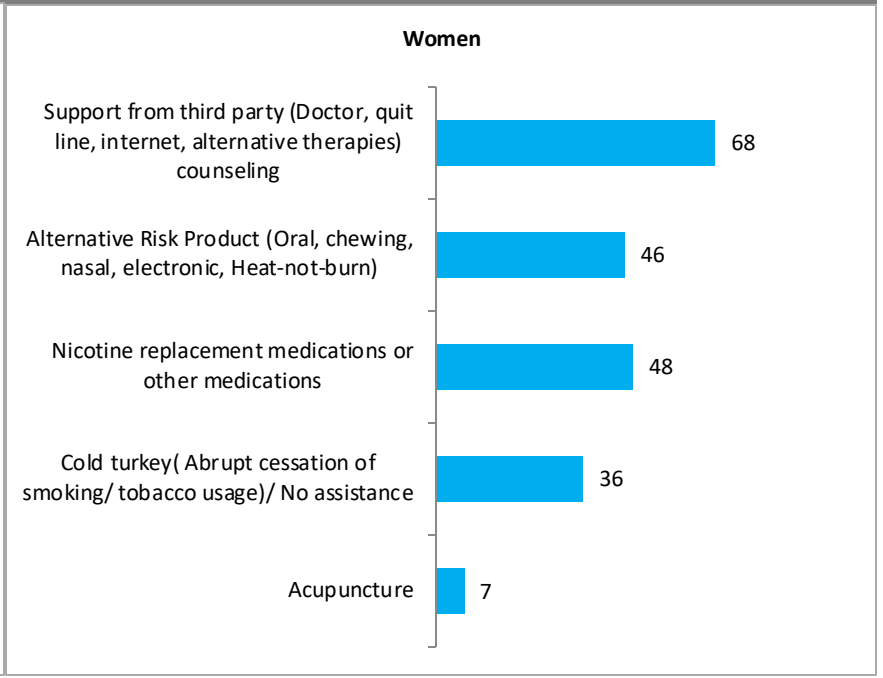
in %
om Sample, , Current Users who attempted to quit Men : n = 585 Women : n=583

Ways Adapted For Quitting - Among Quitters

Among both men and women, Support from third-party followed by Alternative risk products were the major means of quitting for quitters.

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



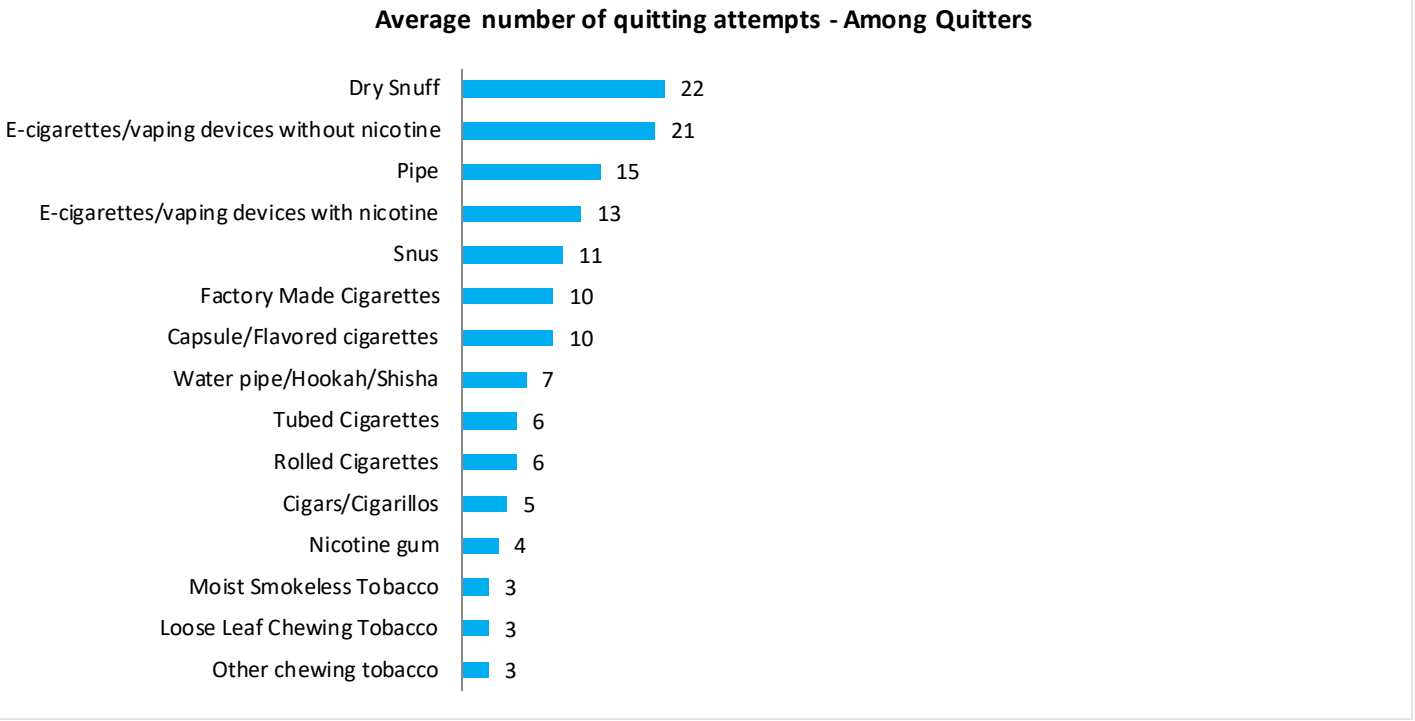


Figures are in %
Base : Random Sample, , Current Users who attempted to Quitters Men : n = 181 Women : n= 120

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?

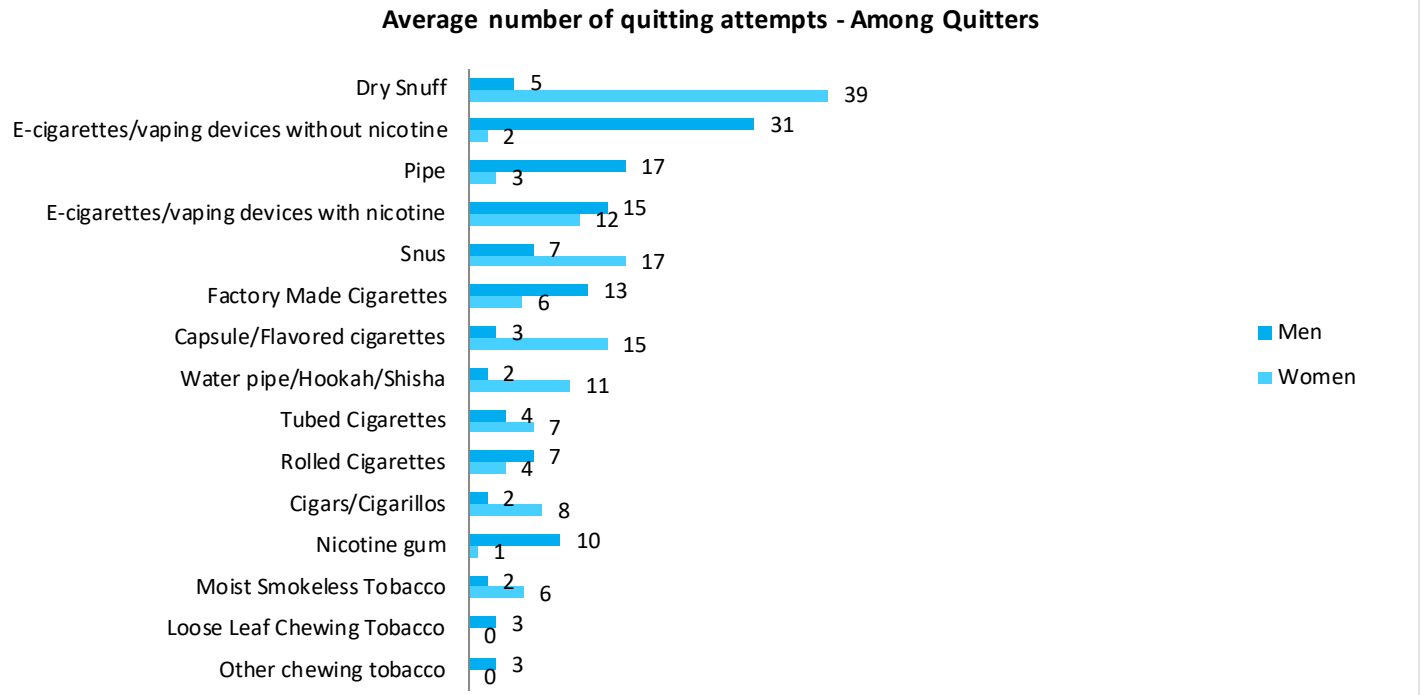


s: n=301

Quitting Attempts by products : Among Quitters

Across products, average attempts at quitting from Dry Snuff & Snus are more among women, whereas, average attempts at quitting from E-Cig & Cigarettes are more among men.

succeeded?

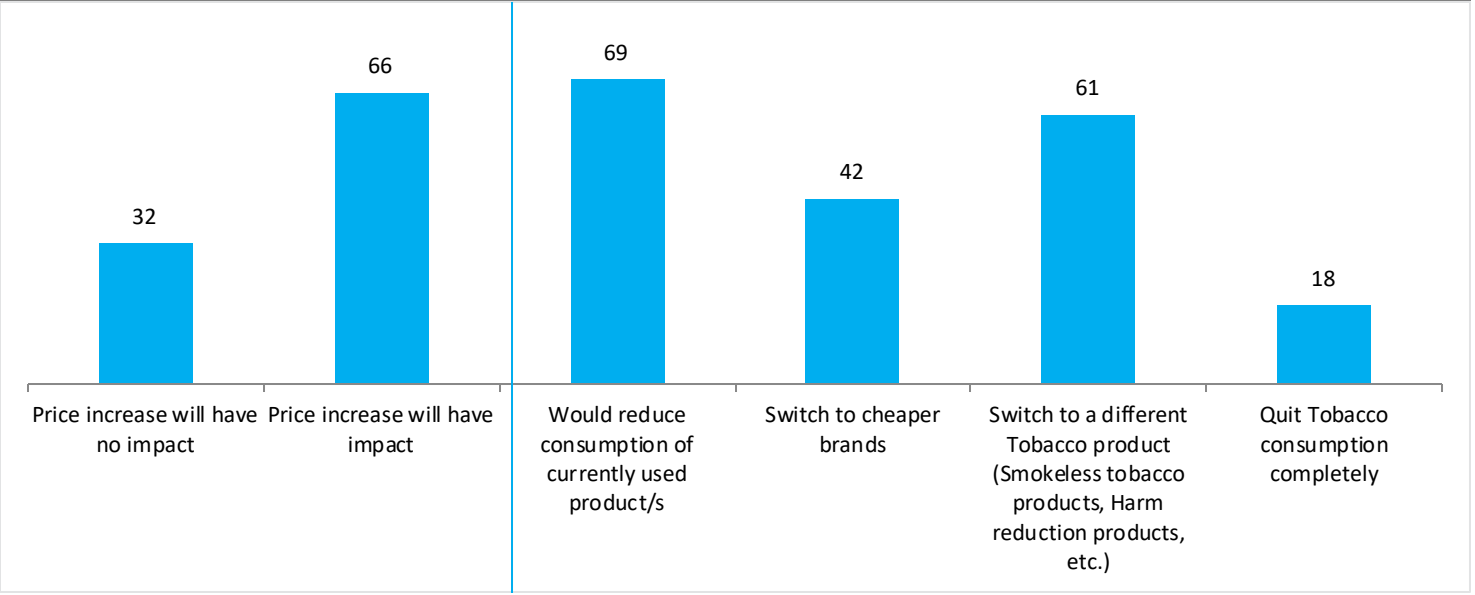


Base : Quitters Men: n=181 Women: n=120

Impact of price increase of the tobacco products/other products

66% of the consumer claimed that there will be an impact of the price increase; to cope with the price increase, the majority of them (69%) 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 ?

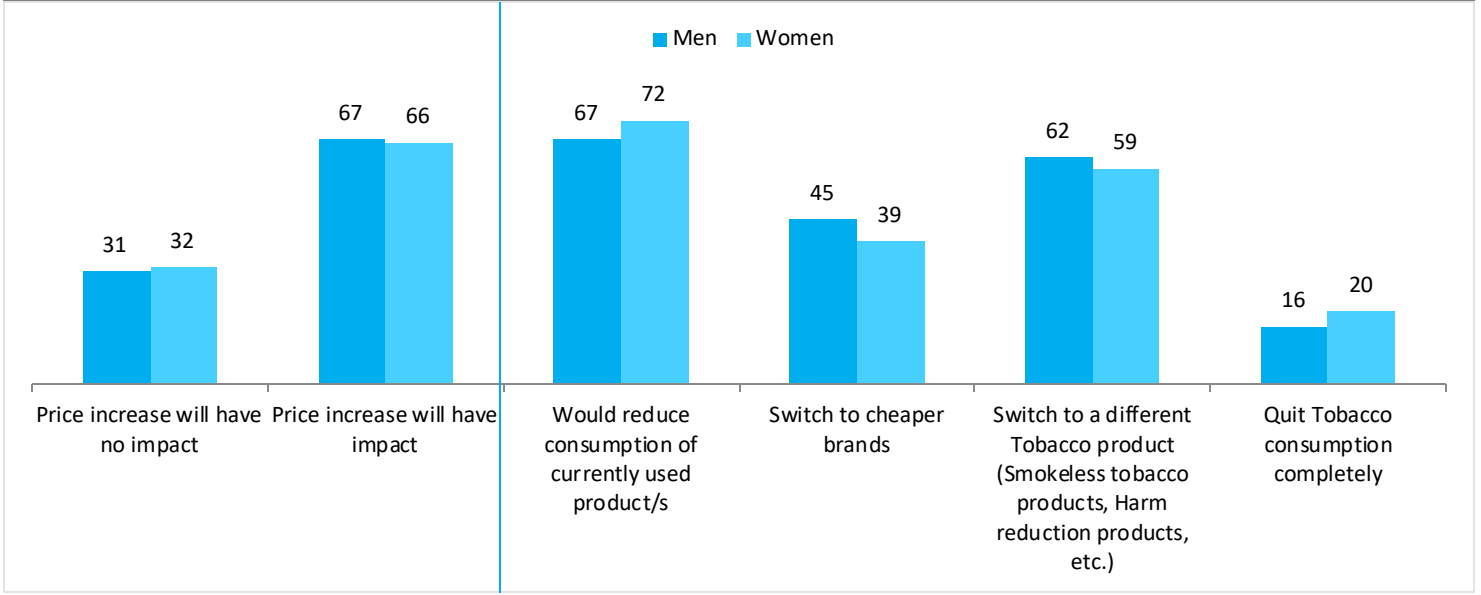


s are in %
Random Sample, Current Users of tobacco products who are not planning to quit : n= 1397

Impact of price increase of the tobacco products/other products

Among both men and women, the majority 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?

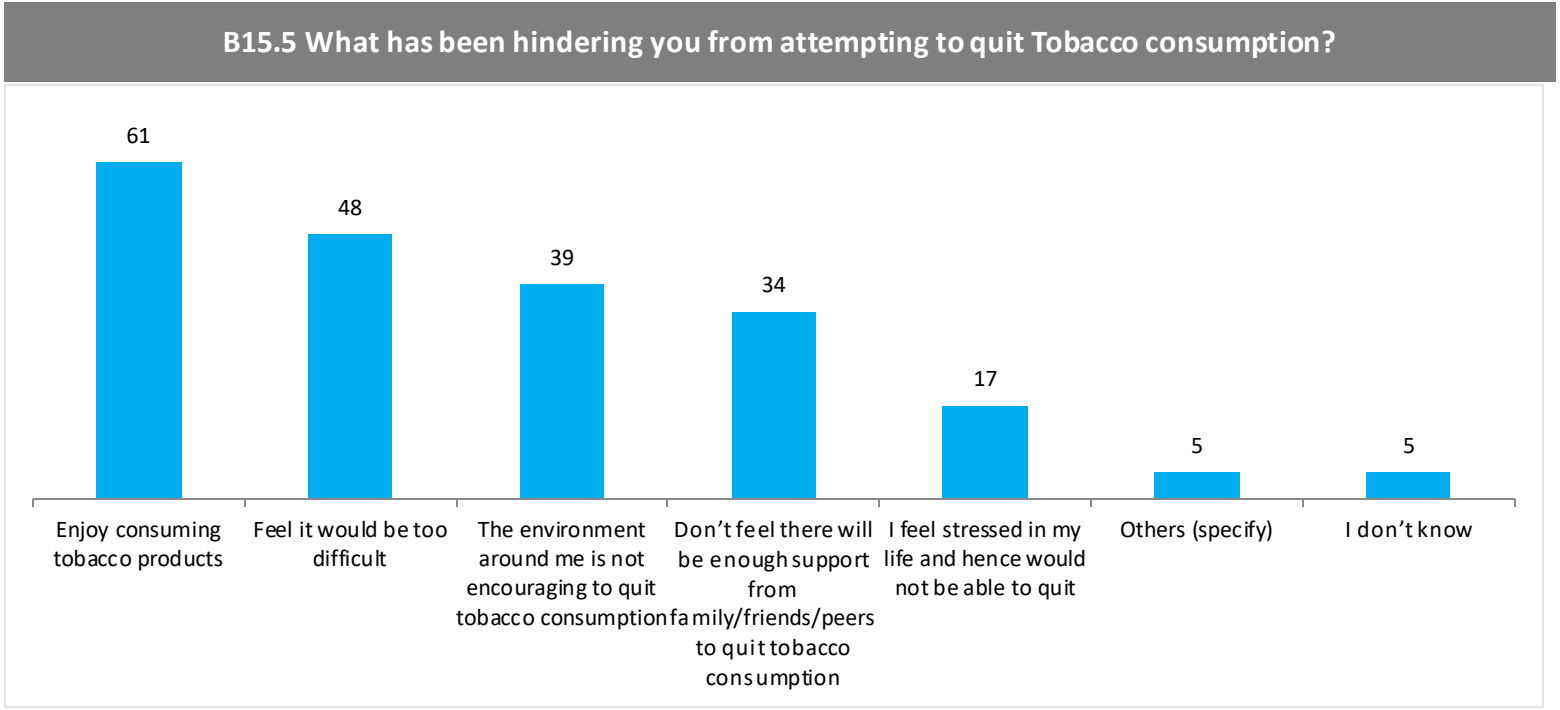


in %

dom Sample, Current Users of tobacco products who are not planning to quit Men : n=724 Women: n=672

Hindrance in Quitting Tobacco Consumption

Apart from enjoying consuming tobacco products (61%), difficulty to quit (48%) surfaced as one of the main hindrances to quit.

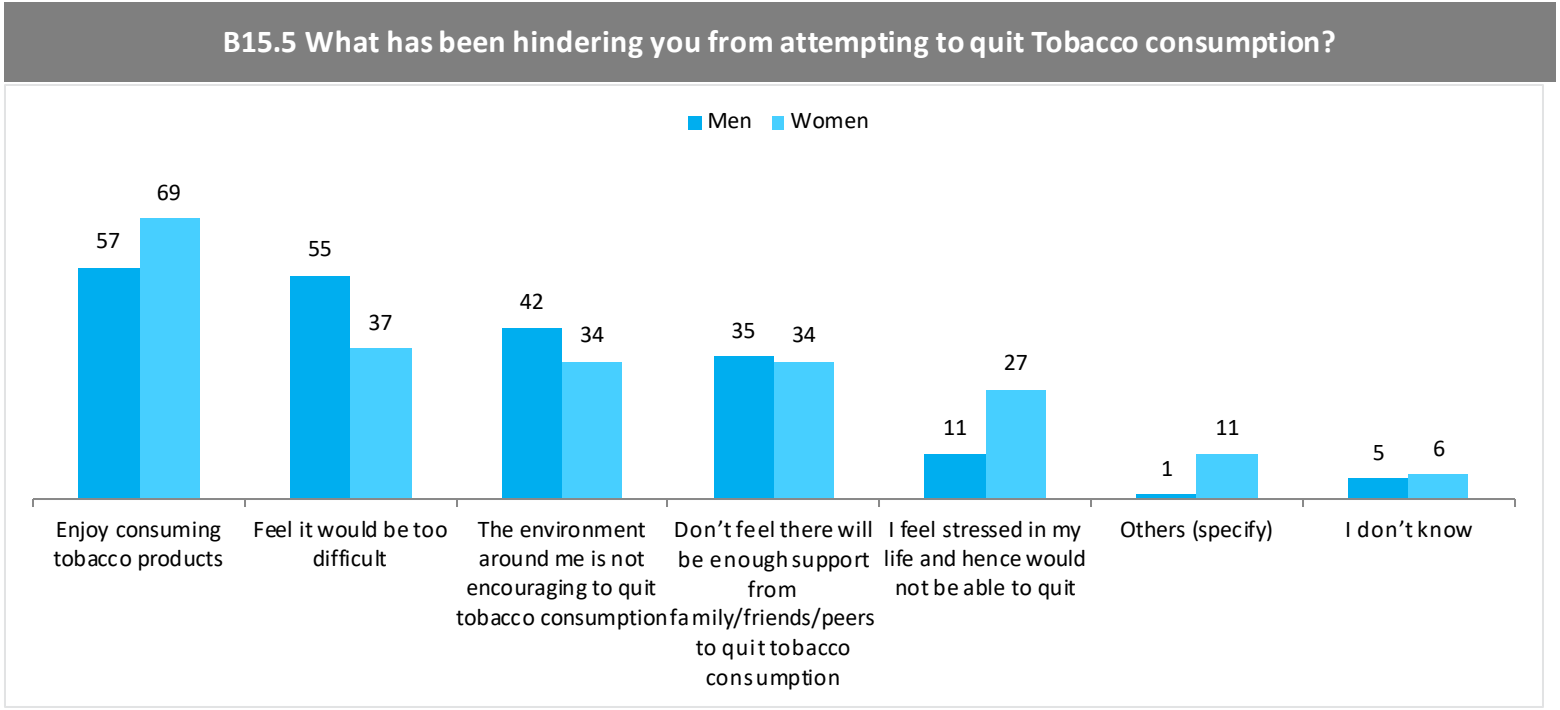


are in %

Random Sample, Current Users of tobacco products who are not planning to quit : n= 228

Hindrance in Quitting Tobacco Consumption

Women opined relatively higher than men that enjoying consuming tobacco products was the major hindrance in quitting smoking.



1%
m Sample, Current Users of tobacco products who are not planning to quit Men: n= 139 Women: n=89

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	**724**	**672**	**181**	**120**
Less than high school	1	1	1	2
Completed some high school	2	5	6	4
High school graduate	10	17	10	16
Job-specific training program(s) after high school	5	5	1	1
Some college, but no degree	6	8	4	9
Associate degree	8	14	8	5
Bachelor's degree (such as B.A., B.S.)	30	24	42	38
Some graduate school, but no degree	11	6	7	5
Graduate degree (such as MBA, MS, M.D., Ph.D.)	27	20	22	20

Figures are in %
Base : Random Sample, Current Users of tobacco products Men : n= 724 Women : n=672, Quitters Men : n = 181 Women : n=120

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	**724**	**672**	**181**	**120**
Single	19	32	21	52
Unmarried, In a steady relationship and not living together	3	5	0	3
Unmarried, In a steady relationship and living together	8	10	2	8
Engaged	1	3	1	2
Married	65	42	73	28
Separated	1	1	1	1
Divorced	2	4	2	6
Widowed	0	3	0	2
Having Kids				
Have children at home below 14 living in the household	67	49	74	25
Don't have any children at home / No children below 14 living in the household	31	49	25	74

Figures are in %

Base : Random Sample, Current Users of tobacco products Men : n= 724 Women : n=672, Quitters Men : n = 181 Women : n=120

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	**724**	**672**	**181**	**120**
Working now	73	58	60	65
Only temporarily laid off, sick leave, or maternity leave	2	3	1	0
Looking for work, unemployed	2	2	1	3
Retired	14	11	29	3
Disabled, permanently, or temporarily	1	3	1	1
Keeping house	0	9	1	5
Student	7	12	8	23
Others	1	2	0	1

Figures are in %
Base : Random Sample, Current Users of tobacco products Men : n= 724 Women : n=672, Quitters Men : n = 181 Women : n=120

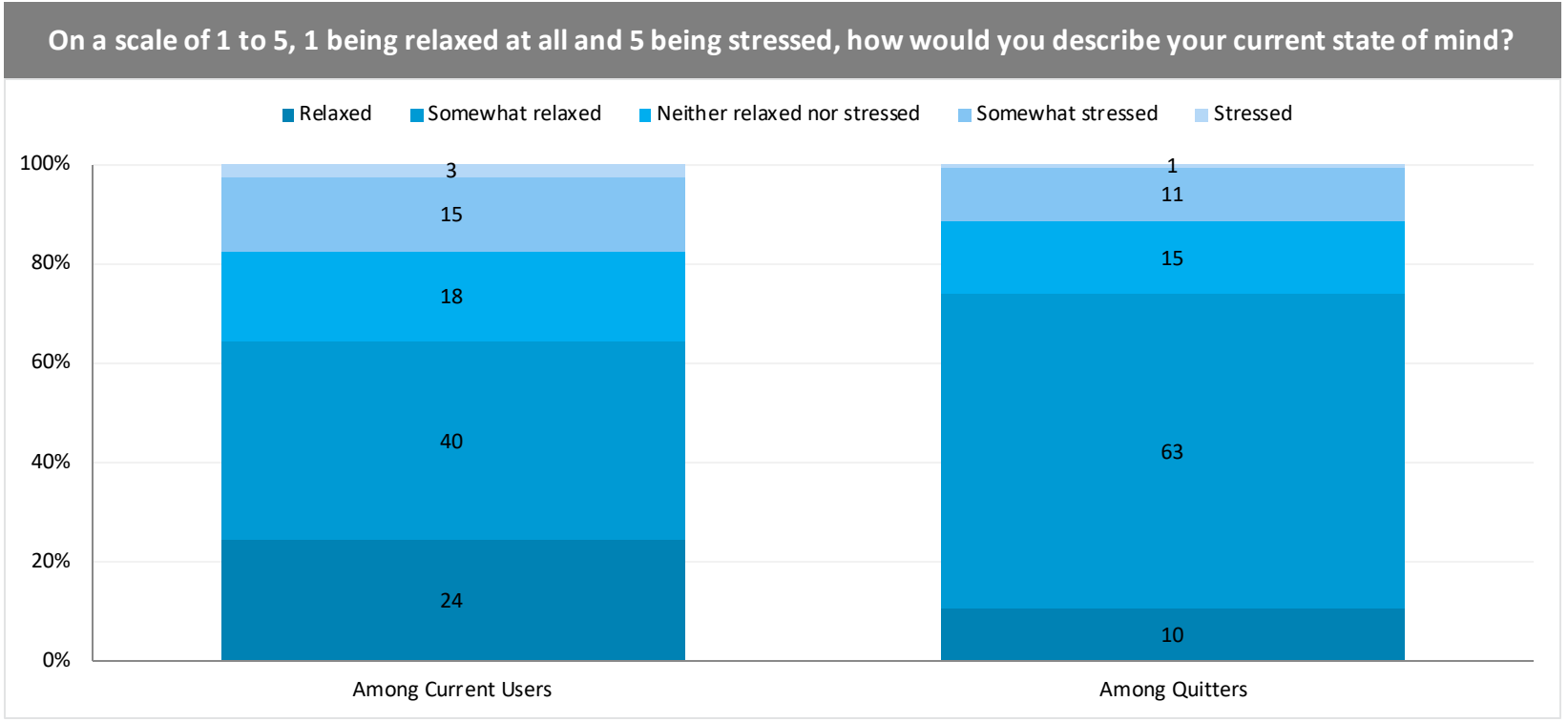
Profile Comparison

Profile of Current Users and Quitters				
	Current Users/ Vapers/ Smokers		Quitters (who quit tobacco in last 5 years)	
	Men	Women	Men	Women
Annual Income	724	672	181	120
Under 120,000 NOK	1	2	0	2
120.000-159,999 NOK	2	2	1	3
160,000-249,999 NOK	3	6	3	1
250,000-329,999 NOK	4	4	5	2
330,000-399,999 NOK	9	4	12	3
400,000-489,999 NOK	10	15	12	5
490,000-569,999 NOK	16	11	24	19
570,000-649,999 NOK	16	11	18	30
650,000-739,999 NOK	12	11	15	14
740,000-819,999 NOK	9	12	3	8
820.000-1,229,999 NOK	9	10	5	8
1,230,000-1,639,999 NOK	2	3	1	5
1,640,000-2,049,999 NOK	4	1	2	0
Over 2,050,000 NOK	1	0	0	0
During the last twelve months, would you say you had trouble paying your bills?				
No	70	68	72	86
Yes	29	31	27	13

Figures are in %
Base : Random Sample, Current Users of tobacco products Men : n= 724 Women : n=672, Quitters Men : n = 181 Women : n=120

Comparison between Users & Quitters

Approximately 65-70% of both current users & quitters feel relaxed/ somewhat relaxed.



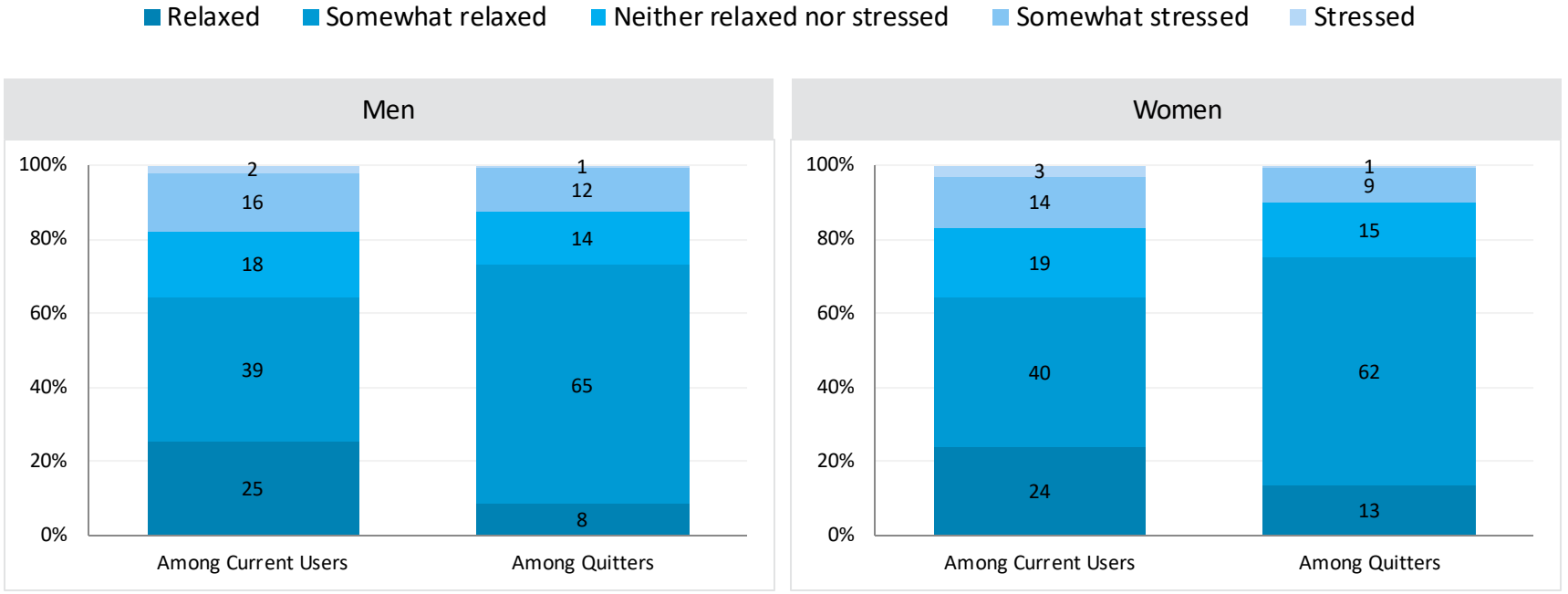
in %

dom Sample, Current Users of tobacco products : n= 1397 Quitters : n=301

Comparison between Users & Quitters

Among both men and women, approximately 65%-70% of both current users & quitters feel relaxed/ somewhat 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?



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