FOUNDATION FOR A SMOKE-FREE WORLD

GLOBAL STATE OF SMOKING POLL - 2019

SOUTH AFRICA

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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:

- Face to Face Computer Aided Interviews (CAPI)

Sample Size:

Six pilot interviews were conducted prior finalizing the questionnaires
n: 2367 interviews

Target Group:

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

Fieldwork Duration:

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

3. Key Findings

Current usage landscape of tobacco products and alternative products

- Factory-made cigarettes were the most widely used tobacco product (96%) among current users, followed by water pipe/hookah/shisha (8%) and rolled cigarettes (7%). Heat-not-burn product use was seldom reported (~0%).
- Almost half (47%) of current cigarette smokers claimed they started smoking before the legal smoking age of 18 years.
- 63% of current users of tobacco products or alternative products had never heard of heat-not-burn products; in particular, more women than men had never heard of heat-not-burn products.
- Looking cool and attractive, and the taste were the main reasons selected for starting to use e-cigarettes.
- 19% of cigarette smokers were highly or very highly dependent on nicotine.

Beliefs and Perception Among Current Users

- An overwhelming majority (91%) of current users believed smoking is harmful to them. 34% believed health warning labels are exaggerated.
- Approximately 30 - 35% of current users considered e-cigarettes and smokeless tobacco as less harmful than combustible tobacco.
- Among current users not using smokeless tobacco, 84% admitted they were not willing to use smokeless tobacco within the next 12 months.
- The majority of current users believed nicotine is harmful and addictive.

Quitting and Quitters

- The demographic profile of quitters does not significantly differ from that of current users. However, there were more women among quitters.
- Female quitters most often reported mouth cancer and asthma in children as health risks from smoking.
- 39% of current users claimed they attempted to quit tobacco or alternative products. Only 31% 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.
- 53% of consumers said that a price increase would impact their tobacco consumption; 52% of them reported they would reduce their consumption if prices increased.
- Apart from enjoying tobacco products (59%), difficulty quitting (51%) was one of the top reported obstacles to quitting.

4. Detailed Findings

Achieved Sample : Quantitative Module

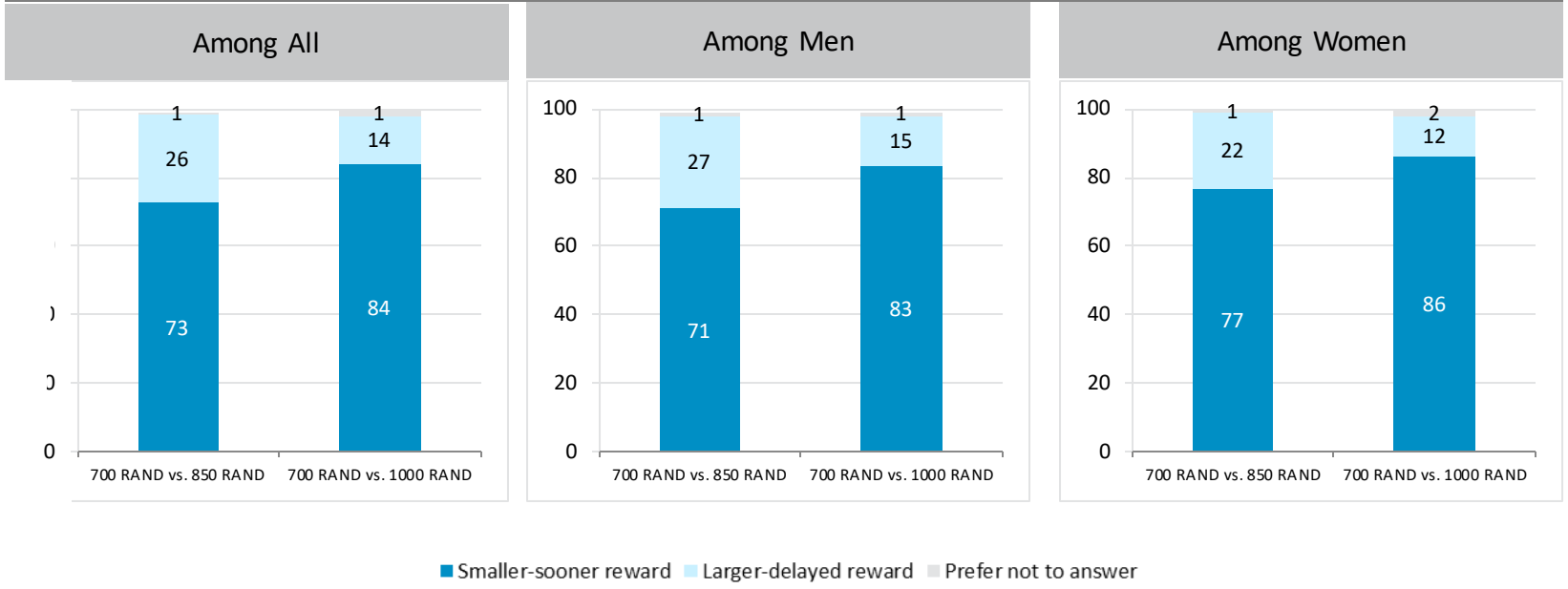
Sample by Demographics		
	n	%
All	2367	100
Men	1695	72
Women	671	28
Others	1	0
18-24yrs	425	18
25-35yrs	777	33
36-50 yrs	715	30
51-69 yrs	450	19
Current users of tobacco and other products	2136	90
Quitters (who quit tobacco in last 5 years)	231	10

Inclusive of 300 booster interviews among the Women who are current users of tobacco products/ other products

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 700 RAND now would you accept it, or could you wait a month and then get 850 RAND?
D17. If you were offered 700 RAND now would you accept it, or could you wait a month and then get 1000 RAND ?

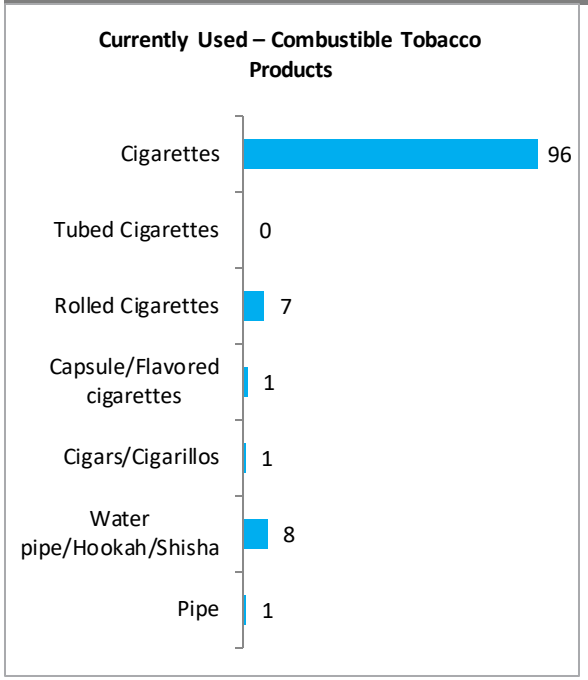


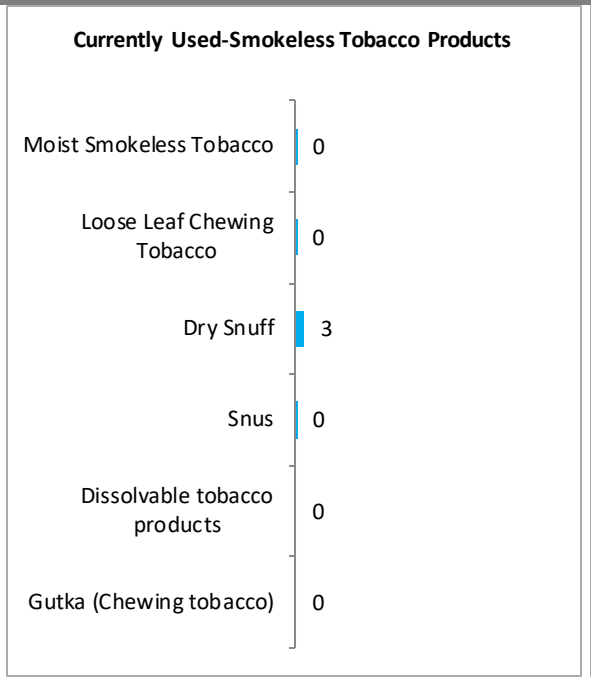
Figures are in %
Base : Random Sample, All n: 2367 Men n: 1695 Women n: 671

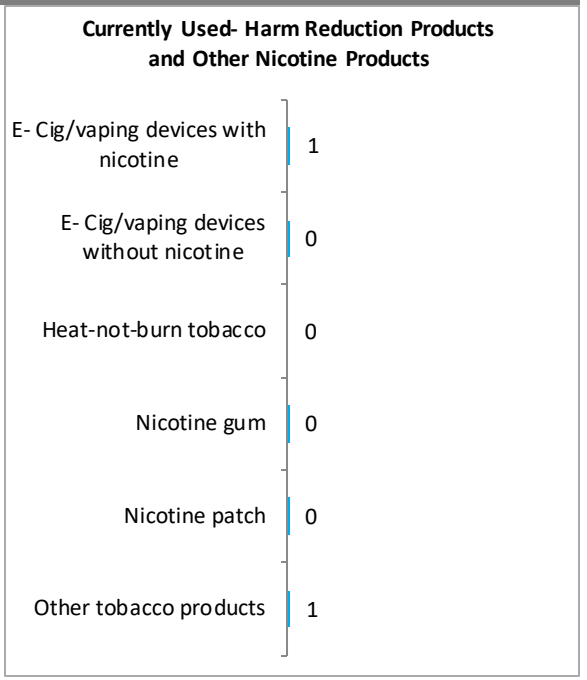
4.1 Usage details of various tobacco products and other alternative products

Current usage of products

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



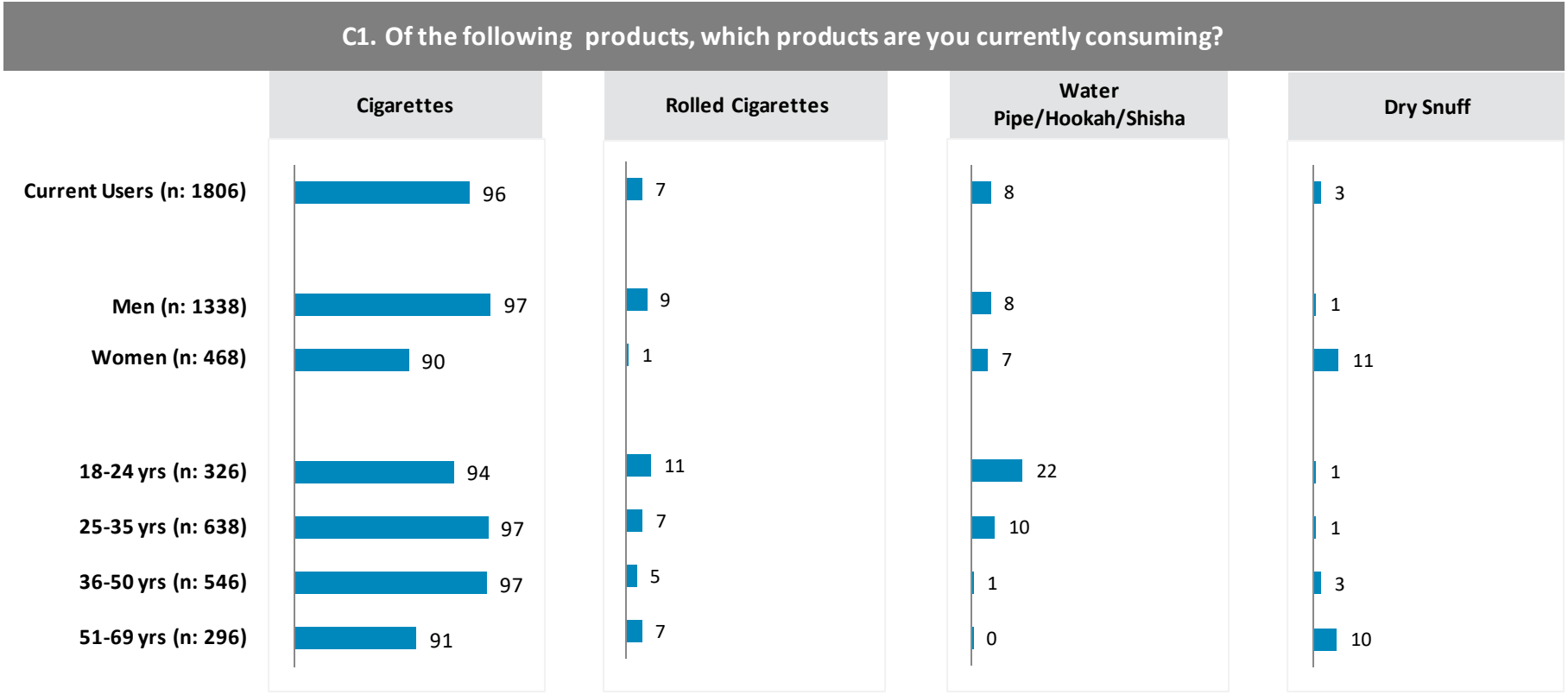




Figures are in %
Base : Random Sample, Users : n= 1806
Q. C1. Of the following Tobacco products, which products are you currently consuming? (Select all that apply)

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

Current usage of products by demographic groups



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

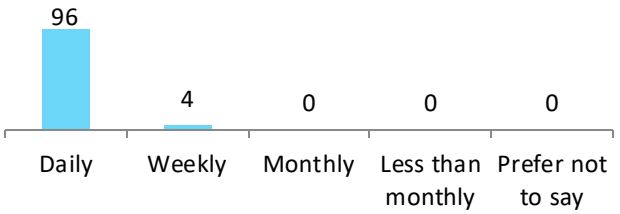
Current Usage (Among all users of tobacco and other products)

6% of current smokers smoke Cigarettes

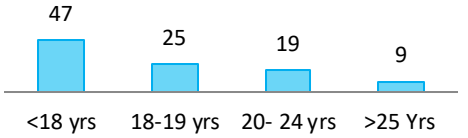
81% are solo smokers of Cigarettes, they smoke only cigarettes

15% Cigarette smokers are dual/poly users

Consumption Frequency



Age of Starting Cigarette Smoking



Figures are in %
Base : Random Sample, Current users of Factory Made Cigarettes : n= 1726
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	**96%**	**18**	**96%**	**442**
Men (n: 1338)	97%	18	97%	466
Women (n: 468)	90%	19	91%	368
18-24 yrs (n: 326)	94%	16	96%	406
25-35 yrs (n: 638)	97%	18	93%	412
36-50 yrs (n: 546)	97%	19	98%	483
51- 69 yrs (n: 296)	91%	21	97%	470

Figures are in %
Base : Random Sample, Current users: n= 1806
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

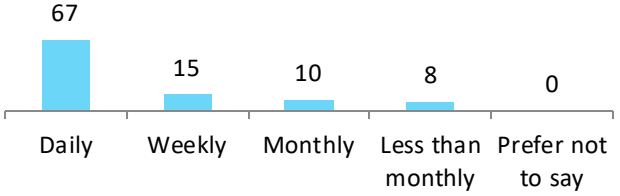
Current Usage (Among all users of tobacco and other products)

7% of current users use Rolled Cigarettes

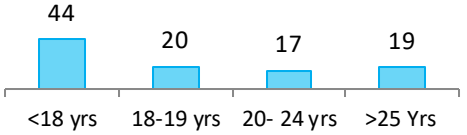
0.5% are solo users of Rolled Cigarettes , they smoke only cigarettes

6.5% Rolled Cigarettes smokers are dual/poly users

Consumption Frequency



Age of Starting Rolled Cigarette Smoking



Figures are in %
Base : Random Sample, Current users of Rolled Cigarettes : n= 126
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	**7%**	**20**	**67%**	**368**
Men (n: 1338)	9%	20	68%	340
Women (n: 468)	1%	19	50%	928
18-24 yrs (n: 326)	11%	17	71%	372
25-35 yrs (n: 638)	7%	19	65%	339
36-50 yrs (n: 546)	5%	22	72%	378
51- 69 yrs (n: 296)	7%	24	60%	413

Figures are in %
Base : Random Sample, current users n= 1806
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 : Water Pipe/Hookah/Shisha (1/2)

Water Pipe/Hookah/Shisha

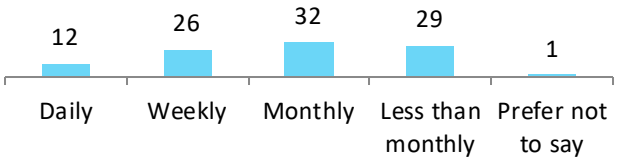
Current Usage (Among all users of tobacco and other products)

8% of current users use Water Pipe/Hookah/Shisha

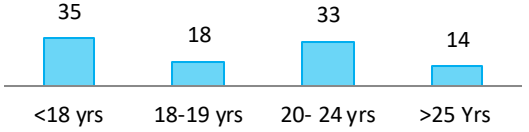
1% are solo users of Water Pipe/Hookah/Shisha

7% are dual/poly users of Water Pipe/Hookah/Shisha

Consumption Frequency



Age of Starting Water Pipe/Hookah/Shisha



Figures are in %
Base : Random Sample, Current users of Water Pipe/Hookah/Shisha: n= 144
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 : Water Pipe/Hookah/Shisha (2/2)

Water Pipe/Hookah/Shisha				
	% of Water Pipe/Hookah/Shisha users	**Average Age of starting Water Pipe/Hookah/Shisha**	**% of daily users** (Among the current users of Water Pipe/Hookah/Shisha)	**Average monthly spend on Water Pipe/Hookah/Shisha (RAND)**
All Current users of tobacco/other products	**8%**	**20**	**12%**	**62**
Men (n: 1338)	8%	20	11%	67
Women (n: 468)	7%	19	14%	46
18-24 yrs (n: 326)	22%	17	13%	64
25-35 yrs (n: 638)	10%	21	12%	56
36-50 yrs (n: 546)	1%	Very low base (Below 15)		
51- 69 yrs (n: 296)	0%			

Figures are in %
Base : Random Sample, current users n= 2136
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 : Dry Snuff (1/2)

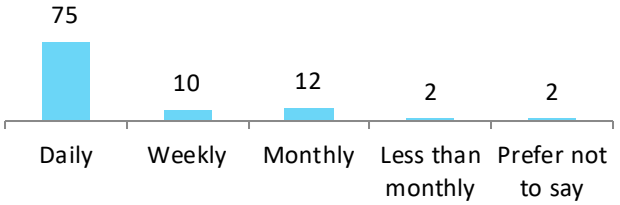
Dry Snuff

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

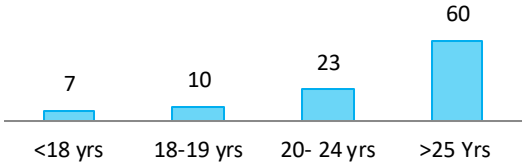
3% of current smokers use Dry Snuff

3% are solo smokers, they use only Dry Snuff

Consumption Frequency



Age of Starting Dry Snuff



Figures are in %
Base : Random Sample, Current users of Dry Snuff: n= 60
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 : Dry Snuff (2/2)

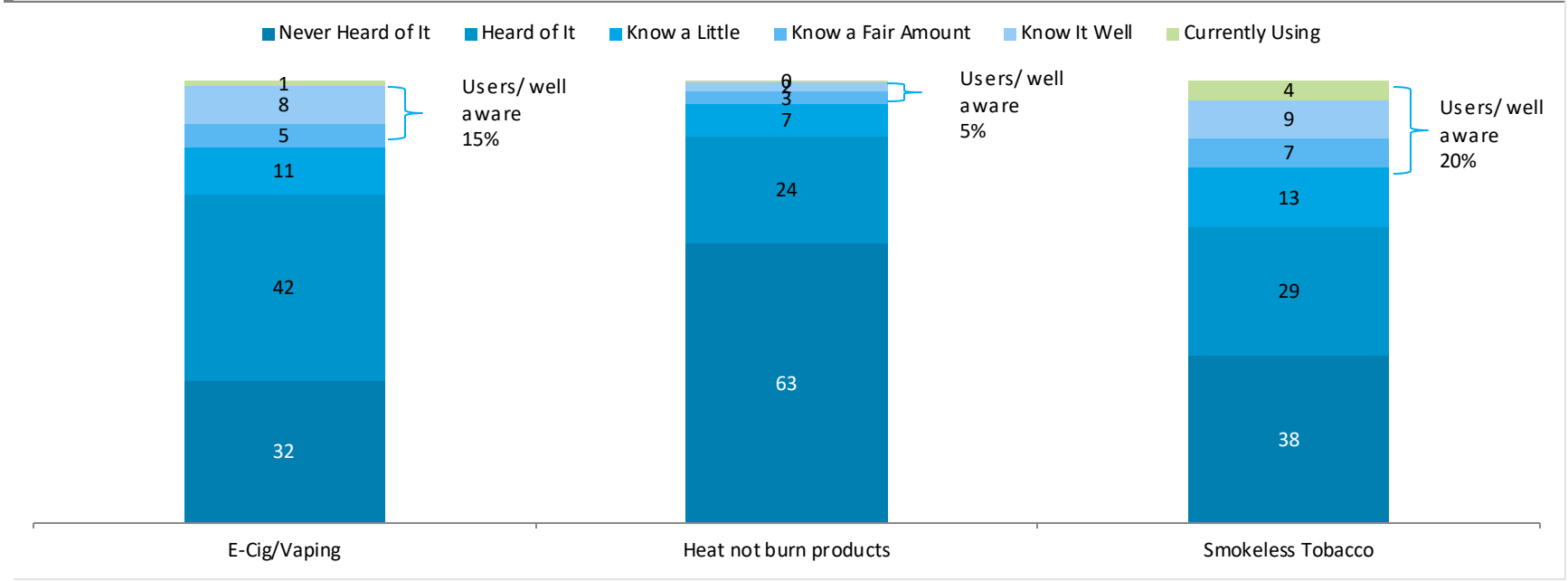
Dry Snuff				
	% of Dry Snuff	**Average Age of starting Dry Snuff**	**% of daily users** (Among the current users of Dry Snuff)	**Average monthly spend on Dry Snuff (RAND)**
All Current users of tobacco/other products	**3%**	**29**	**75%**	**28**
Men (n: 1338)	1%	Low Base	Low Base	Low Base
Women (n: 468)	11%	29	83%	31
18-24 yrs (n: 326)	1%	Very low base (Below 15)		
25-35 yrs (n: 638)	1%			
36-50 yrs (n: 546)	3%			
51- 69 yrs (n: 296)	10%	34	77%	31

Figures are in %
Base : Random Sample, current users n= 2136
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 and familiarity of E-Cig, Heat-not-burn and Smokeless tobacco products

63% of current users of tobacco/ other products have 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)



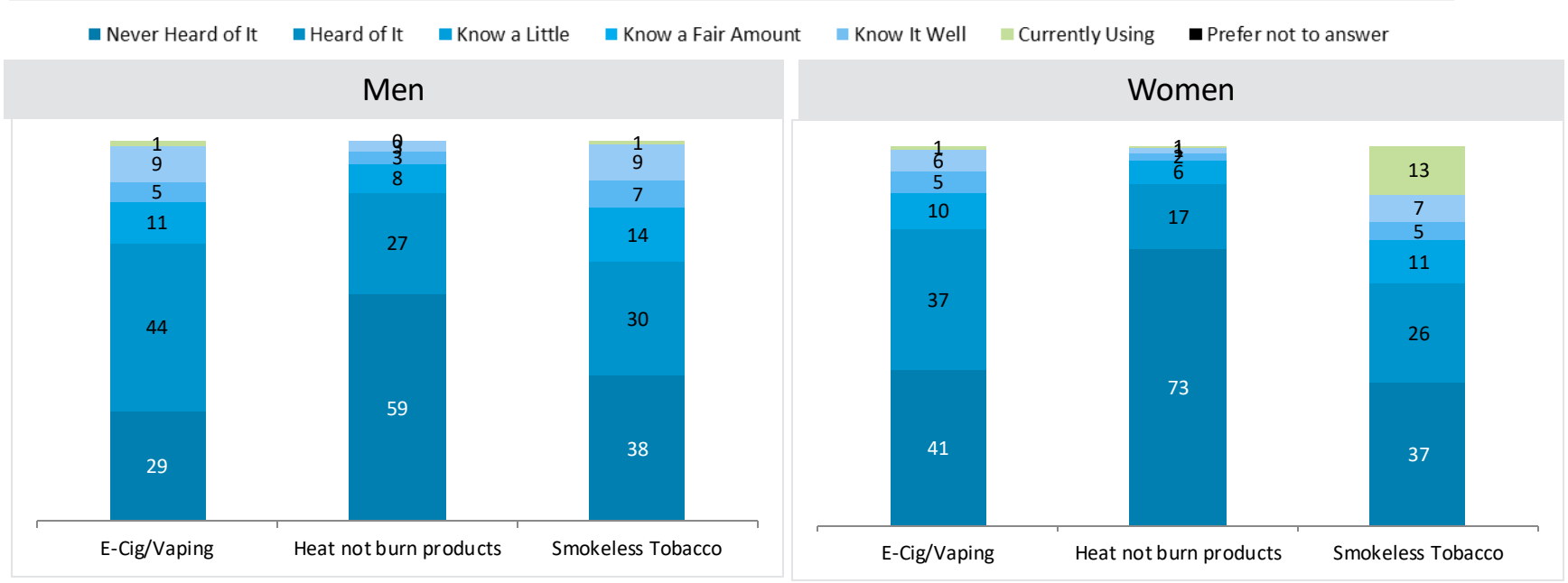
%

n Sample, Current Users of tobacco products/ other products : n= 2136

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

Among women, 73% of current users of tobacco/ other products have never heard of Heat-not-burn products, considerably more than among men.

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



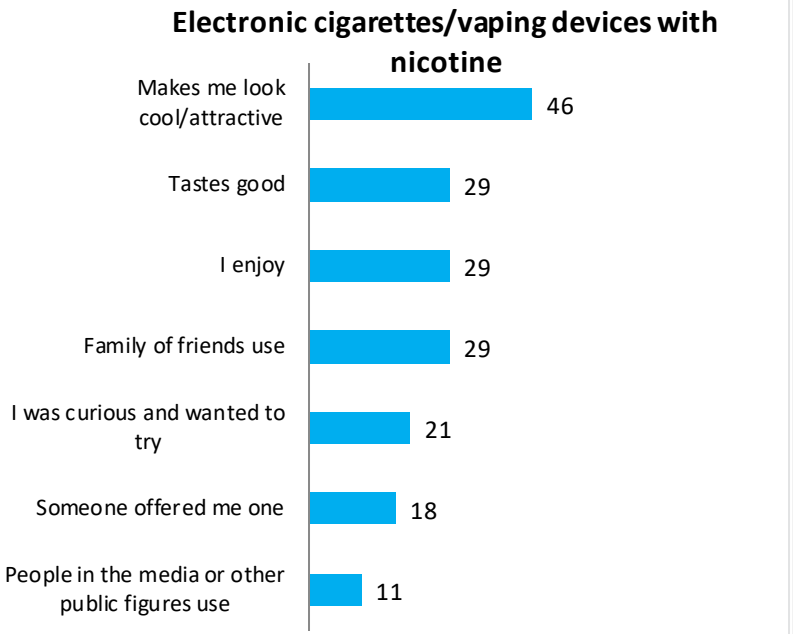
e in %

ıdom Sample, Current Users of tobacco products/ other products Men : n= 1550 Women : n=586

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

It makes me look cool/attractive & tastes good are the main reasons to start using E-Cig.

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

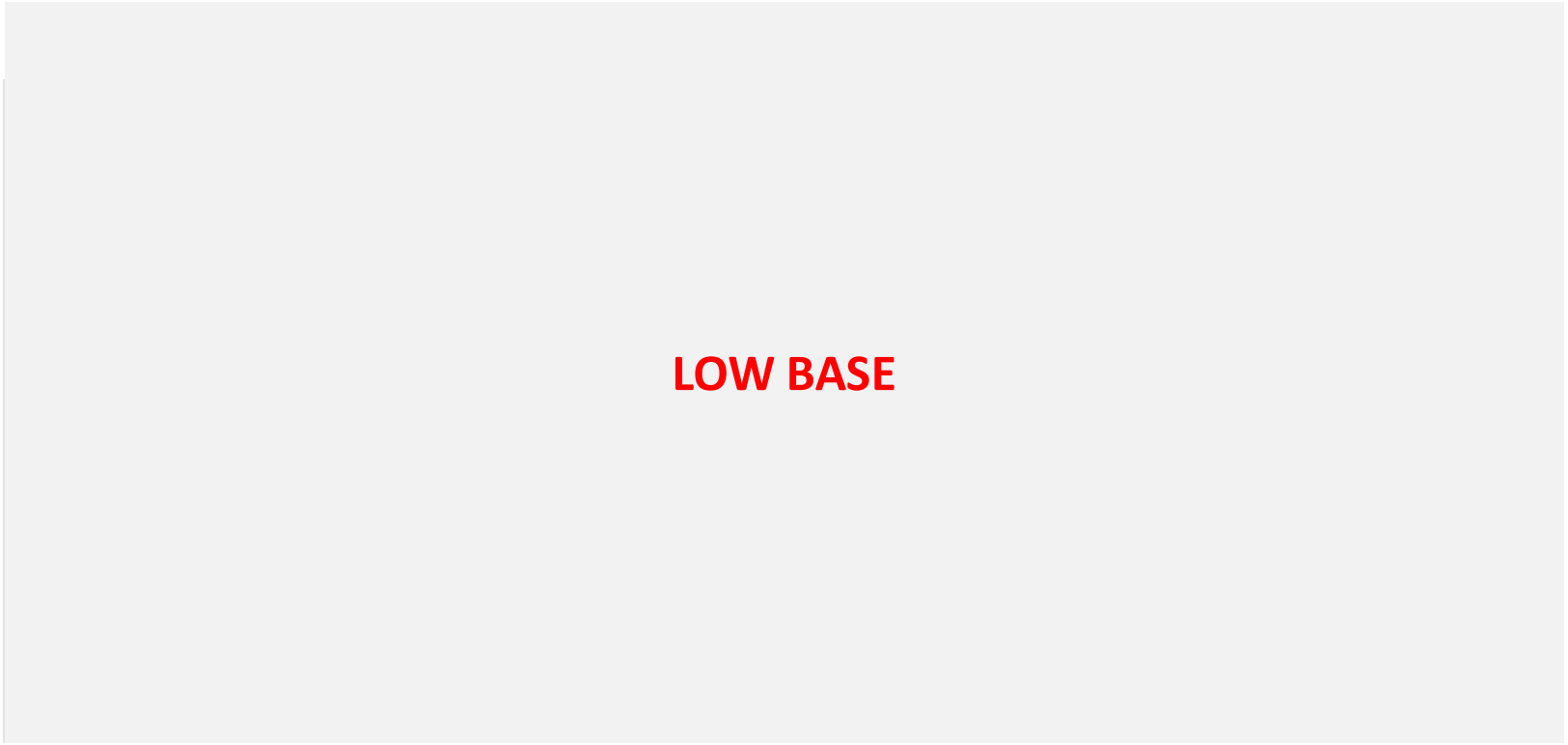


LOW BASE

s are in %

Random Sample, Current users of E-Cig/ Vaping devices n: 28 Current users of Heat-not-burn products : n= 5

Reasons for start using Electronic cigarettes/vaping devices



Figures are in %
Base : Random Sample, Current users of E-Cig/ Vaping devices Men : n= 22 Women : n= 6

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.*

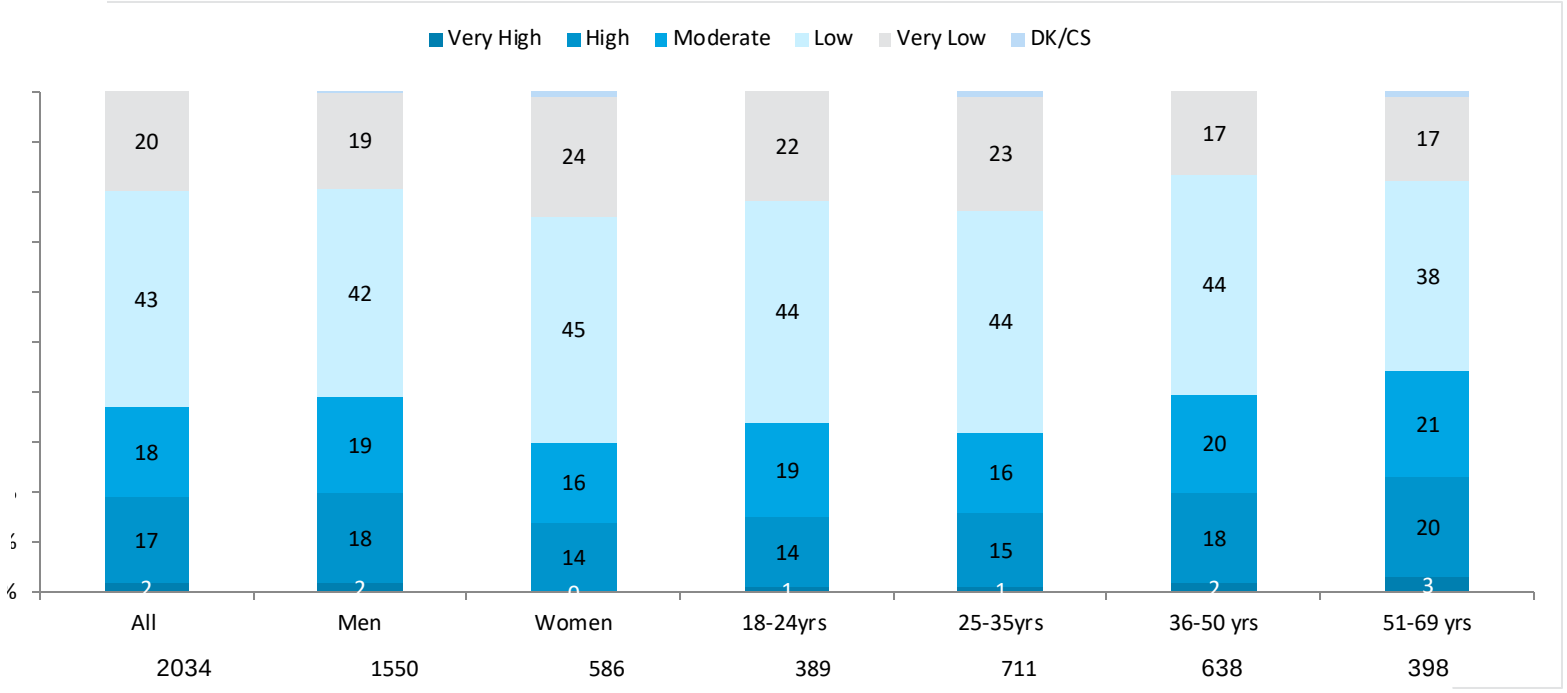
How to calculate Fagerstrom score**

	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



users of Cigarettes

Indicative* Nicotine Dependency : By products

The level of nicotine dependency is high among current users of Cigarettes.

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	Water Pipe/Hookah/Shisha	Dry Snuff
	%	%	%	%		
Base : Current Users	2034	135	23	30	172	86
C.10 How soon after you wake up do you smoke your first cigarette/consume your first nicotine product?						
Within 5 minutes (3)	23	29	13	17	13	14
6-30 minutes(2)	30	24	35	27	17	18
31-60 minutes(1)	24	17	22	20	24	32
C11. Find it difficult to refrain from smoking/consuming tobacco in places where it is forbidden (1)	45	45	48	37	37	32
C12. Hate to give up the first one in the morning (1)	62	68	74	70	59	64
C14. Consume more frequently during the first hour (1)	53	59	61	63	48	25
C15. Consume even if you are ill (1)	40	54	39	17	31	36
Average Scores (1-7)	**4.1**	**3.8**	**3.5**	**3.1**	**3.3**	**2.7**

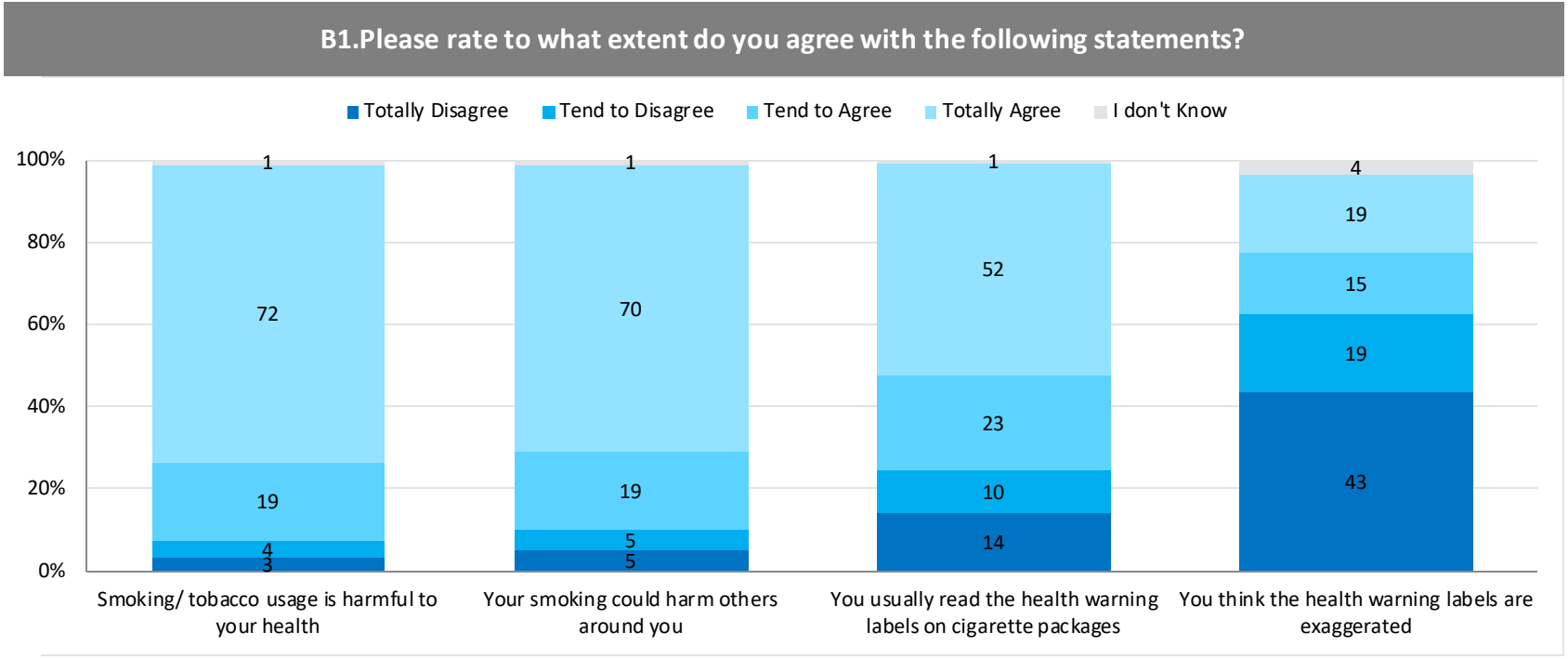
Figures are in %
Base : Random Sample, Current users of various tobacco products/other products

** 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

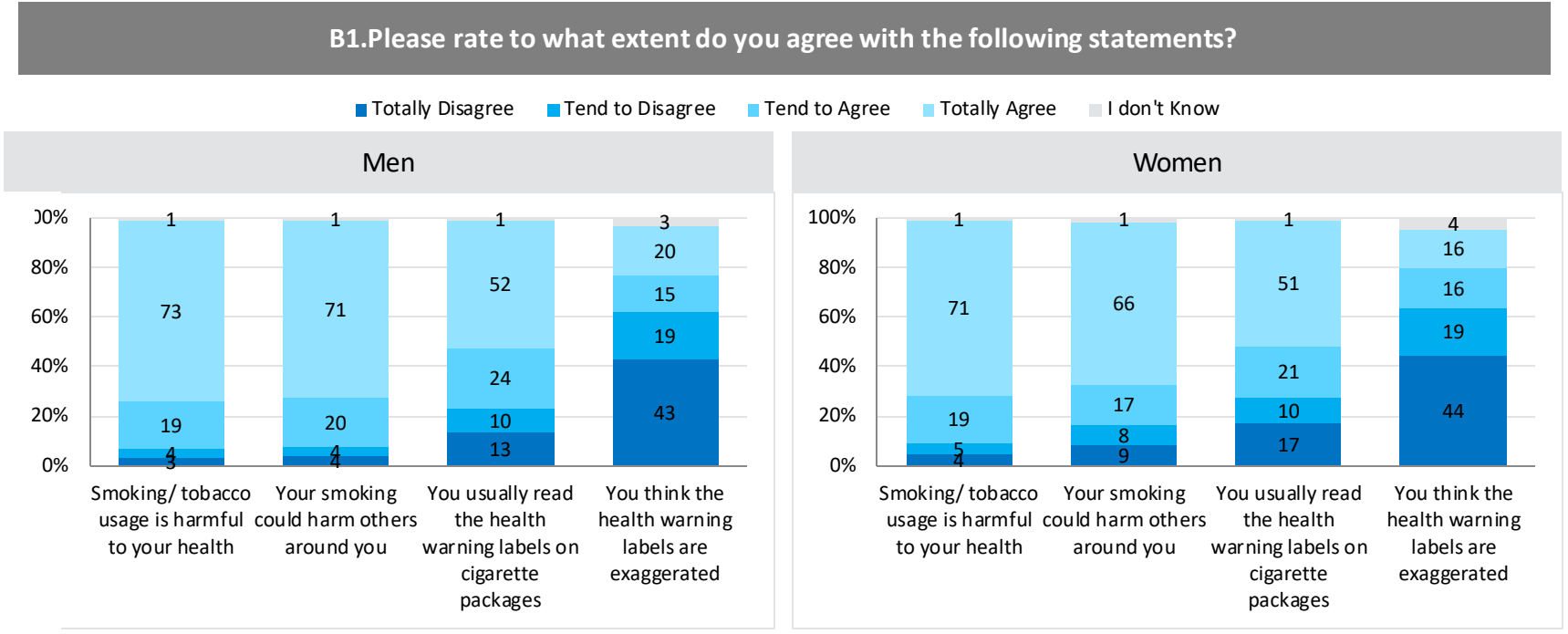
91% off the users of tobacco/ other products agree that tobacco is harmful, however, 34% think that warning labels are exaggerated.



nple, Current Users of tobacco products/ other products : n= 2136

Beliefs and perceptions about smoking- Current users

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



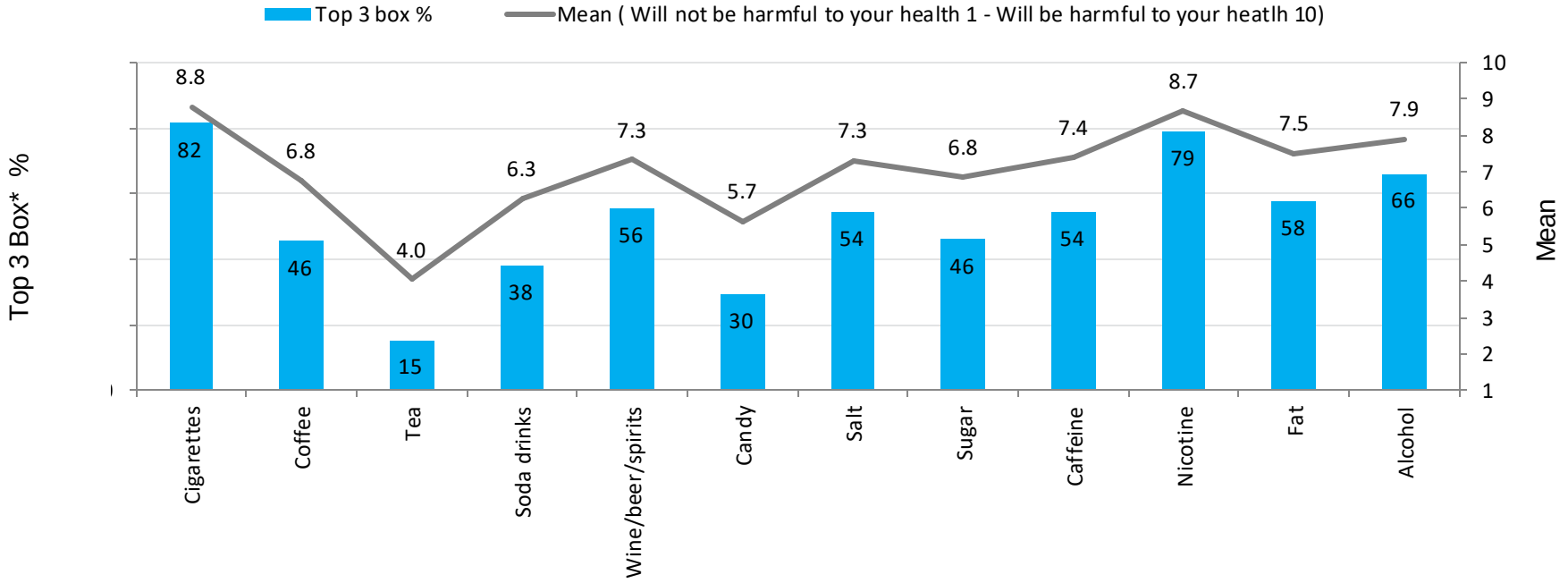
Figures are in %

Base : Random Sample, Current Users of tobacco products/ other products Men : n= 1550 Women : n=586

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 and Alcohol.

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



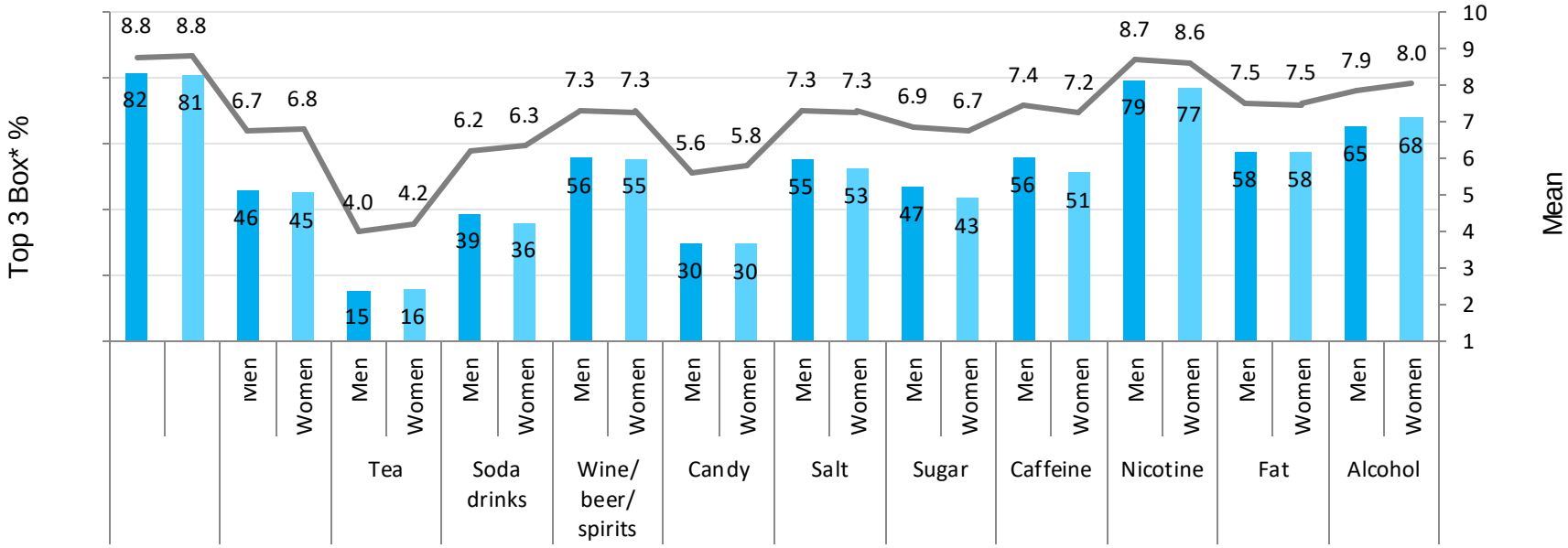
*Top 3 Box %: Those who coded 8, 9 or 10 on a 10 points scale (Will not be harmful to your health 1 - Will be harmful to your health 10)

nt Users of tobacco products/ other products : n= 2136

Risk perception comparison among various products

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

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



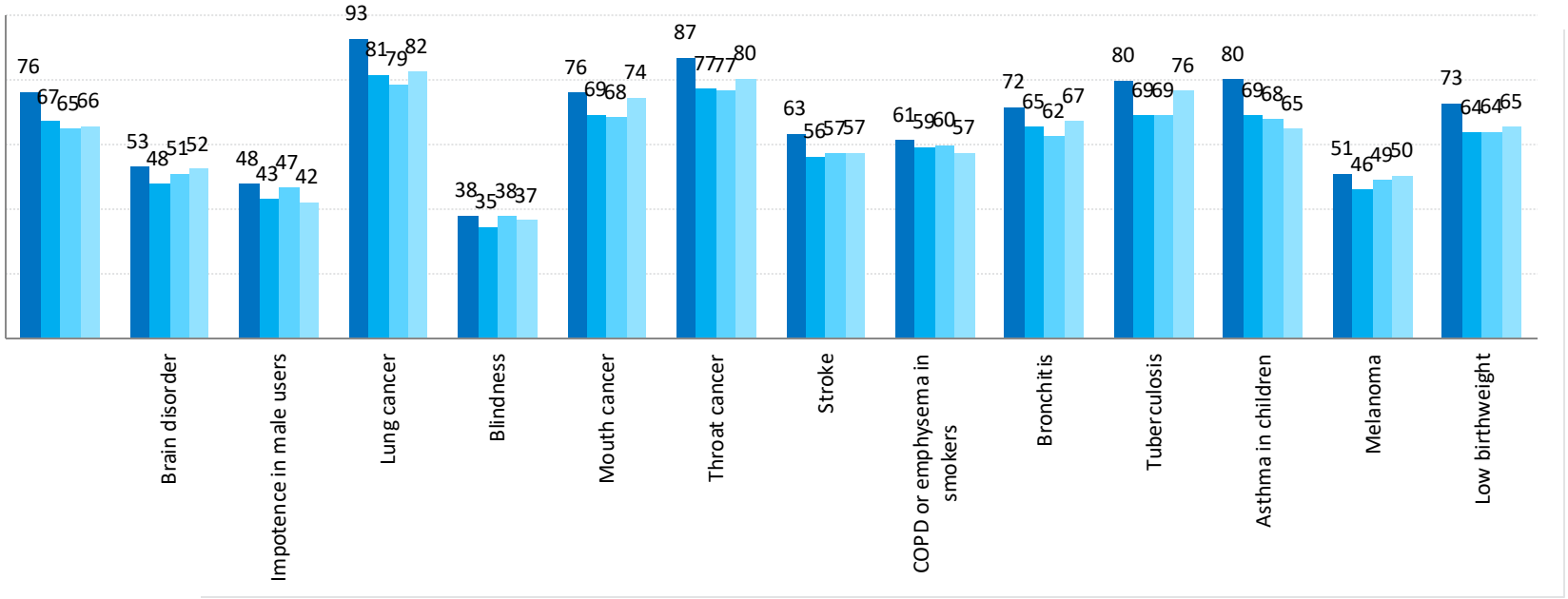
*Top 3 Box %: Those who coded 8, 9 or 10 on a 10 points scale (Will not be harmful to your health 1 - Will be harmful to your health 10)

s/ other products Men : n=1550 Women : n=586

Risk perception comparison among various tobacco and other products

E-Cigarettes, Heat-not-burn products & Smokeless Tobacco all have a lower risk perception of causing diseases among current users/ vapers/ smokers compared to Smoking Tobacco.

B2/5/9/10.5 Based on what you know or believe, do you think smoking tobacco/ using … product causes… (Yes%)



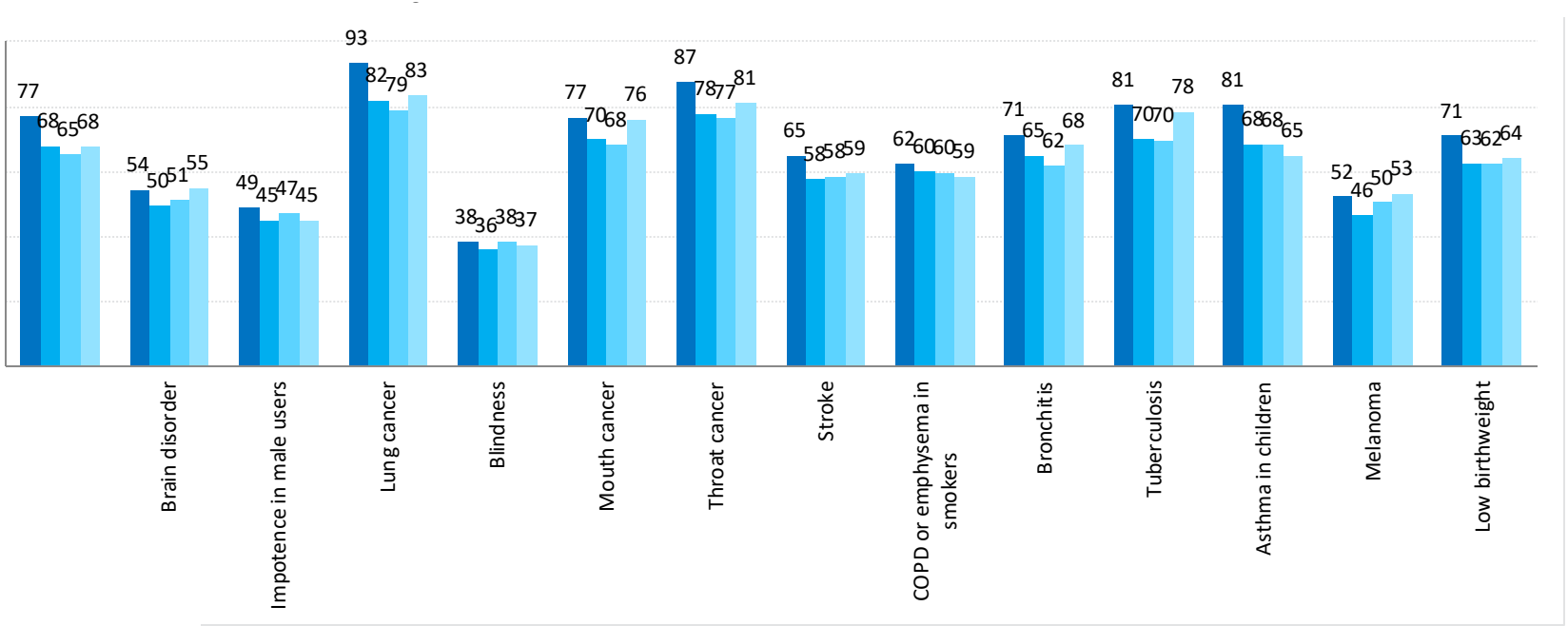
acco products/ other products : n= 2136

Risk perception comparison among various tobacco and other products

Among both men and women smokers/vapers/ current users, E-Cigarettes, Heat-not-burn products & Smokeless Tobacco all have a lower risk perception of causing diseases among current users/ vapers/ smokers compared to Smoking Tobacco.

Men

B2/5/9/10.5 Based on what you know or believe, do you think smoking/ using … product causes… (Yes%)



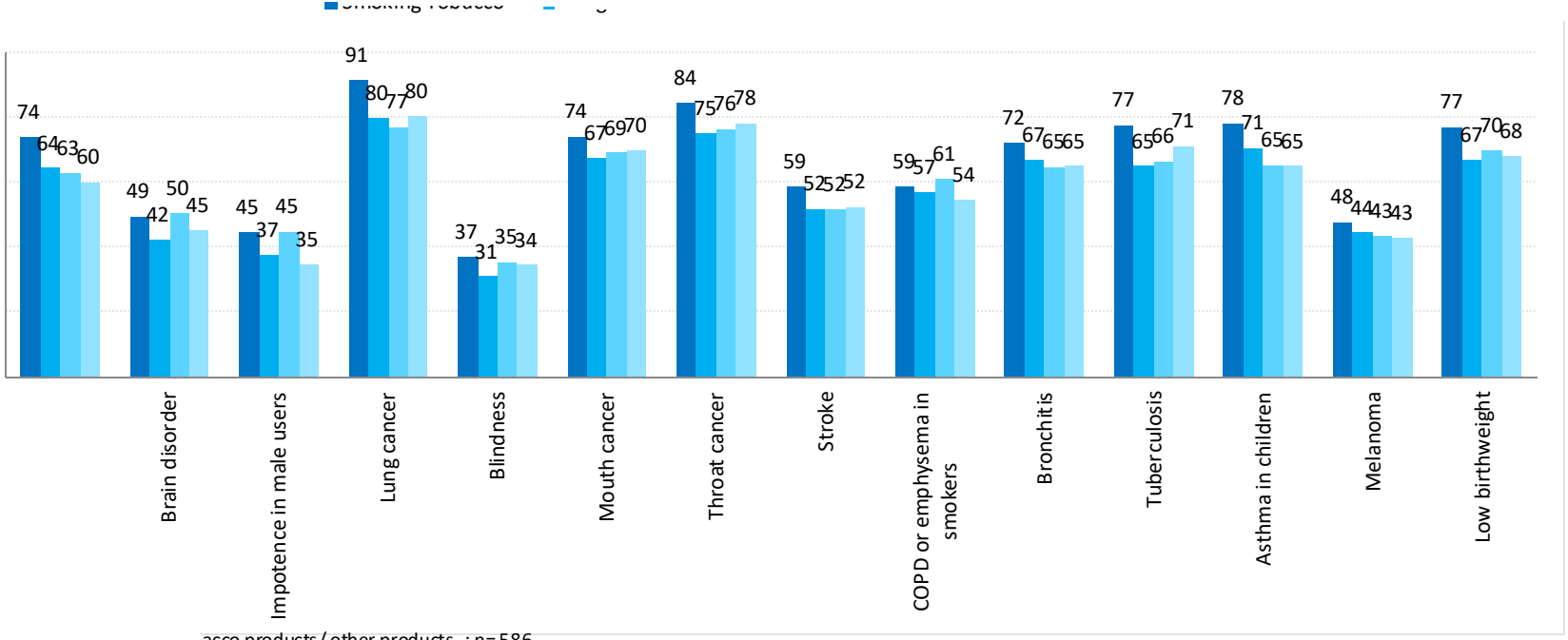
acco products/ other products : n=1550

Risk perception comparison among various tobacco and other products

Among both men and women smokers/vapers/ current users, E-Cigarettes, Heat-not-burn products & Smokeless Tobacco all have a lower risk perception of causing diseases among current users/ vapers/ smokers compared to Smoking Tobacco.

Women

B2/5/9/10.5 Based on what you know or believe, do you think smoking/using … product causes… (Yes%)

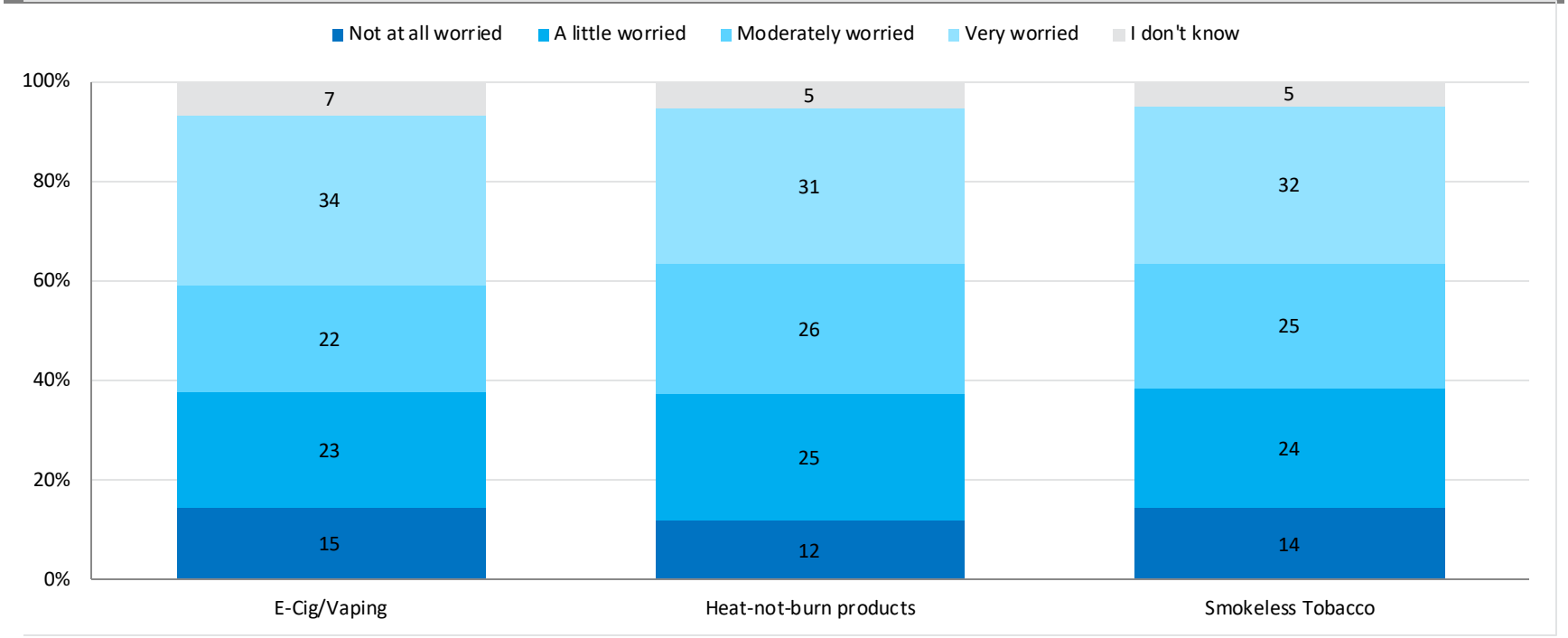


acco products/ other products : n= 586

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

Approximately 40% 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?



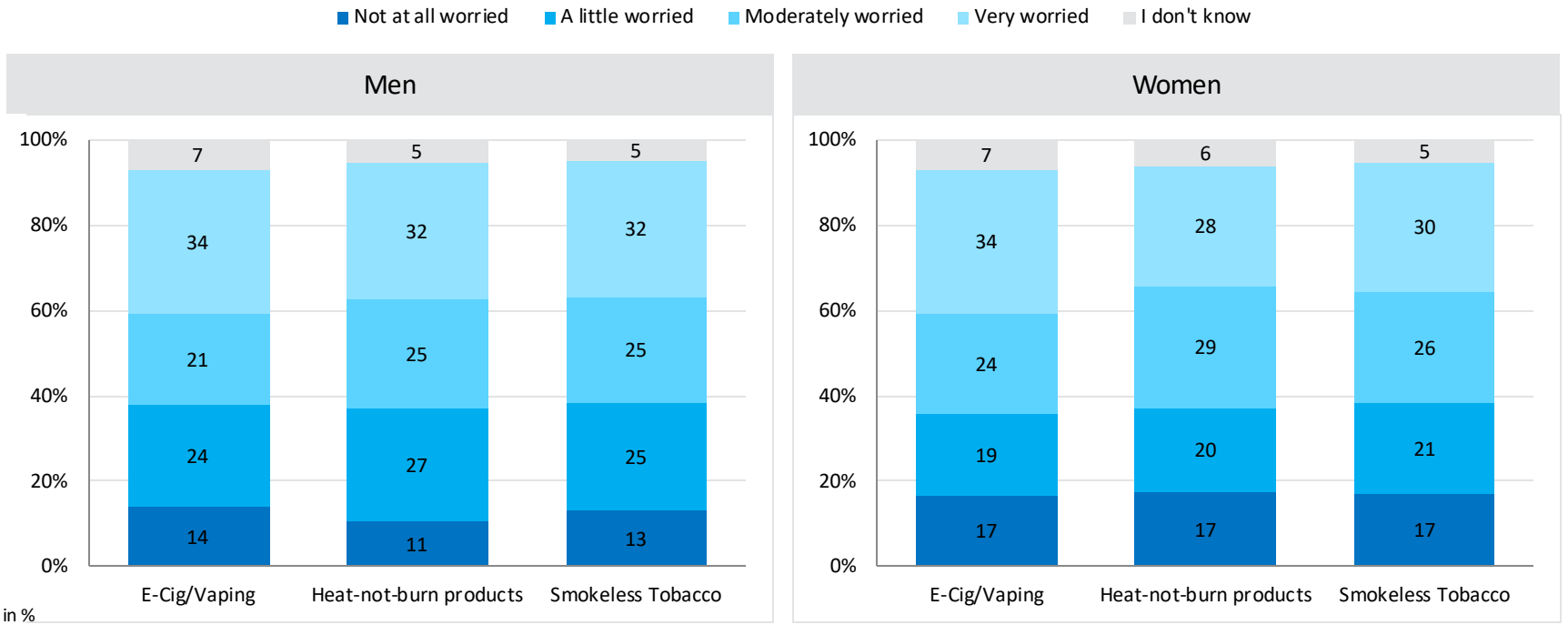
%

Sample, Those who are aware of the respective products : E – Cig n : 1444 Heat-not-burn products n: 787 Smokeless tobacco n : 1324

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

Among both men and women, approximately 40% of the vapers/smokers/users of E-Cig, Heat-not-burn products & Smokeless Tobacco are not worried/ very little worried about the damage these products will cause to their health.

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



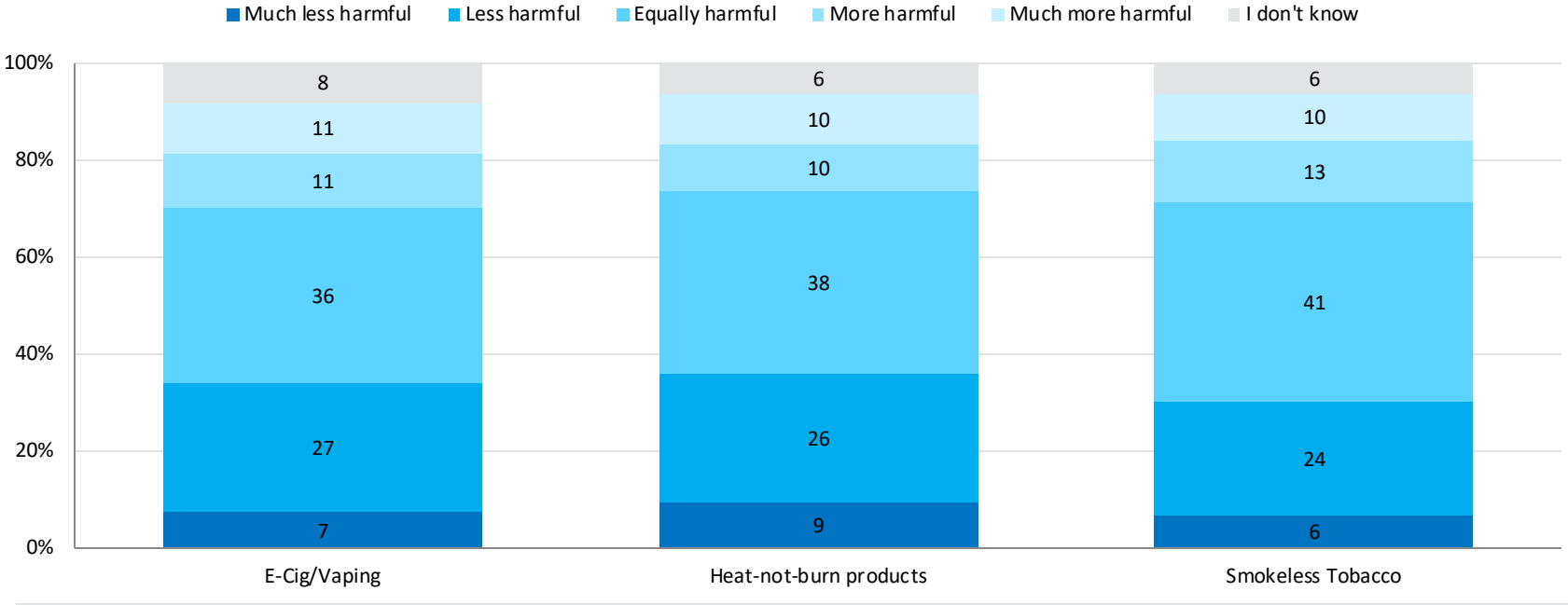
Figures are in %

Base : Random Sample, Those who are aware of the respective products: E – Cig Men: n=1097 Women: n=347; Heat-not-burn products Men: n=626 Women: n=161; Smokeless tobacco Men: n=957 Women: n=367

Beliefs and perceptions- Current users/Vapers/Smokers

Approximately 30 - 35% of current users/smokers/vapers consider E-Cig, Heat-not-burn products & Smokeless Tobacco as less harmful than smoking tobacco.

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

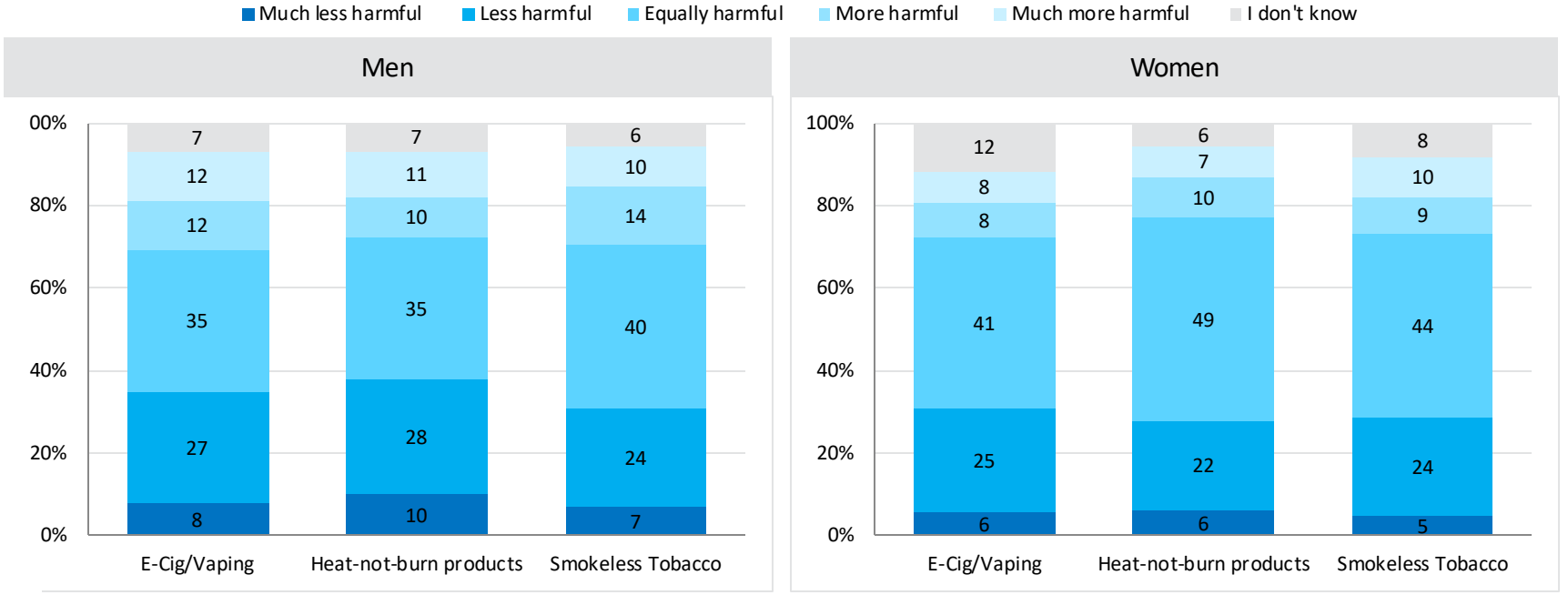


ample, Those who are aware of the respective products : E – Cig n : 1444 Heat-not-burn products n: 787 Smokeless tobacco n : 1324

Beliefs and perceptions- Current users/Vapers/Smokers

Among men, relatively more users (38%) consider Heat-not-burn products less harmful than Cigarettes.

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

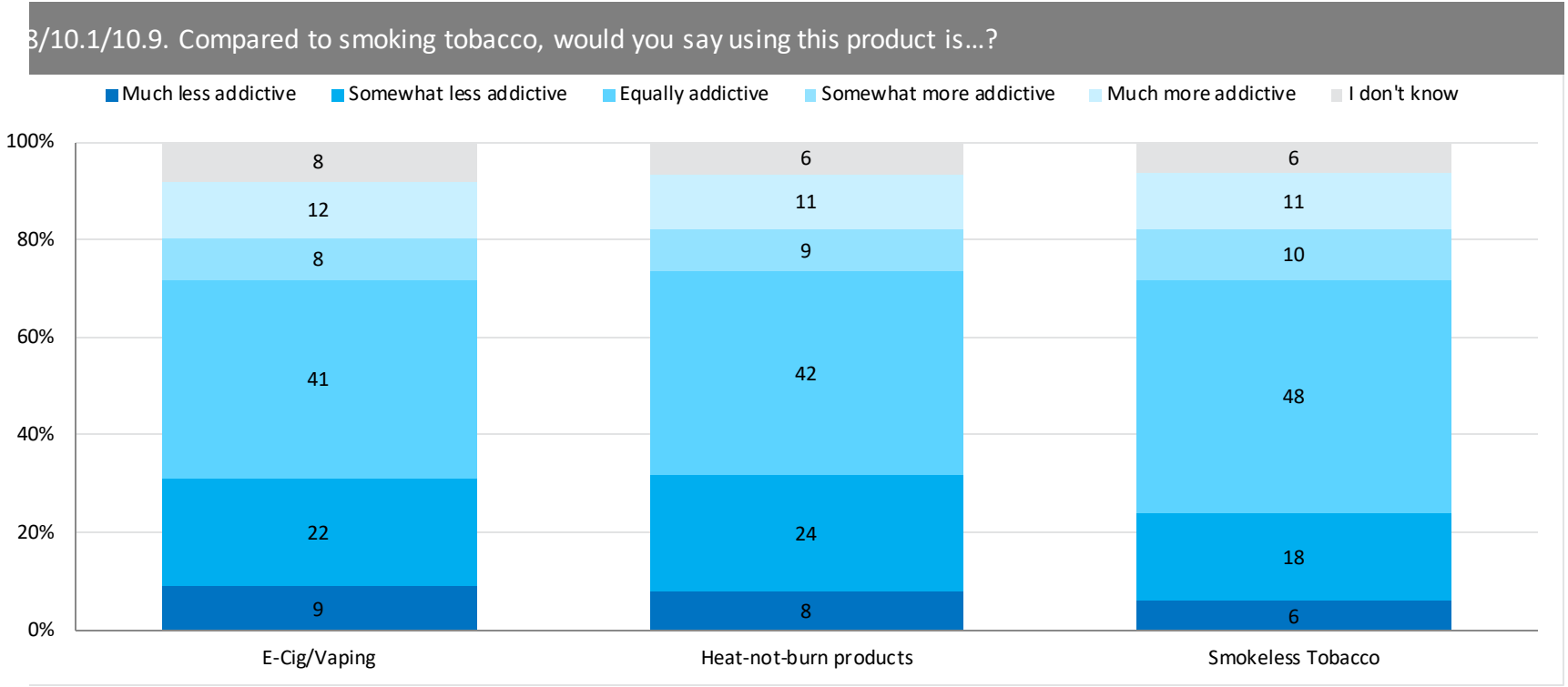


igures are in %

ase : Random Sample, Those who are aware of the respective products: E – Cig Men: n=1097 Women: n=347; Heat-not-burn products Men: n=626 Women: n=161; mokeless tobacco Men: n=957 Women: n=367

Beliefs and perceptions- Current users/Vapers/Smokers

Around 60-70% of the current users of tobacco products/ other product users believe E-Cig, Heat-not-burn products & Smokeless Tobacco are equally or more addictive than smoking tobacco.

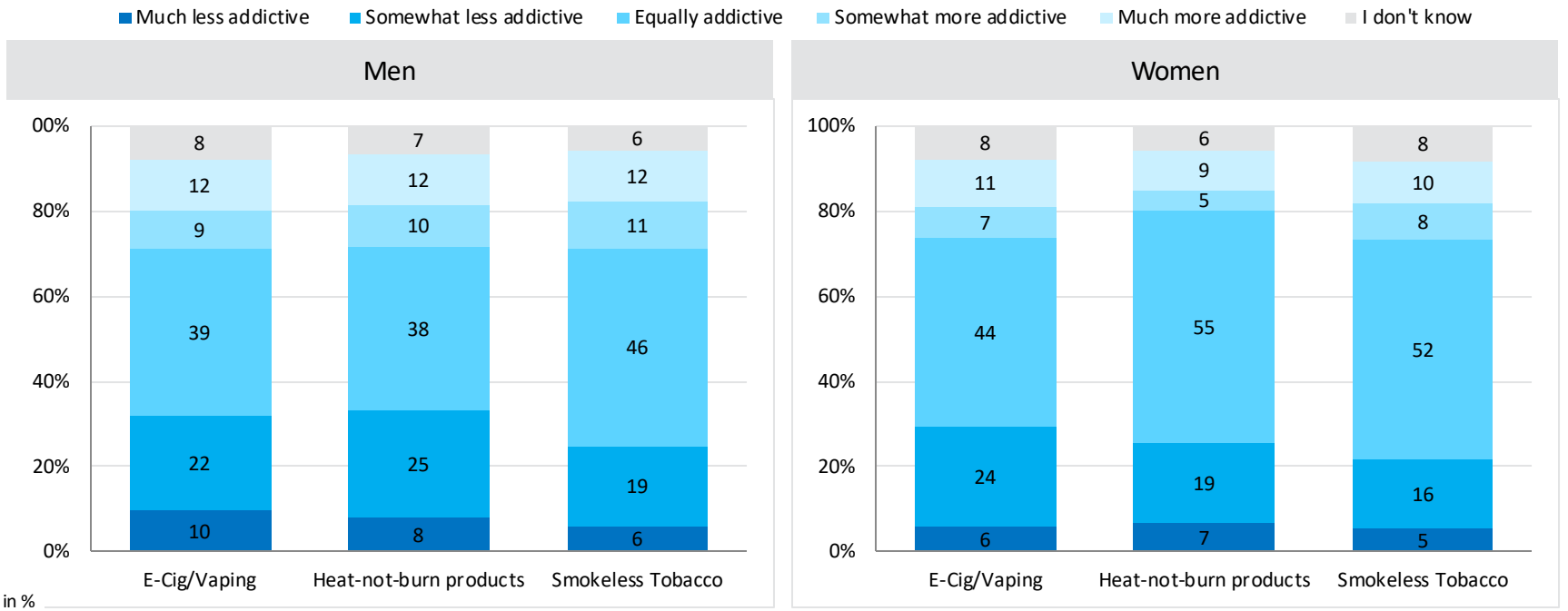


ample, Those who are aware of the respective products : E – Cig n : 1444 Heat-not-burn products n: 787 Smokeless tobacco n : 1324

Beliefs and perceptions- Current users/Vapers/Smokers

Among both men and women current users/smokers/ vapers, around 60-70% of the current users of tobacco products/ other product users believe E-Cig, Heat-not-burn products & Smokeless Tobacco are equally or more addictive than smoking tobacco.

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

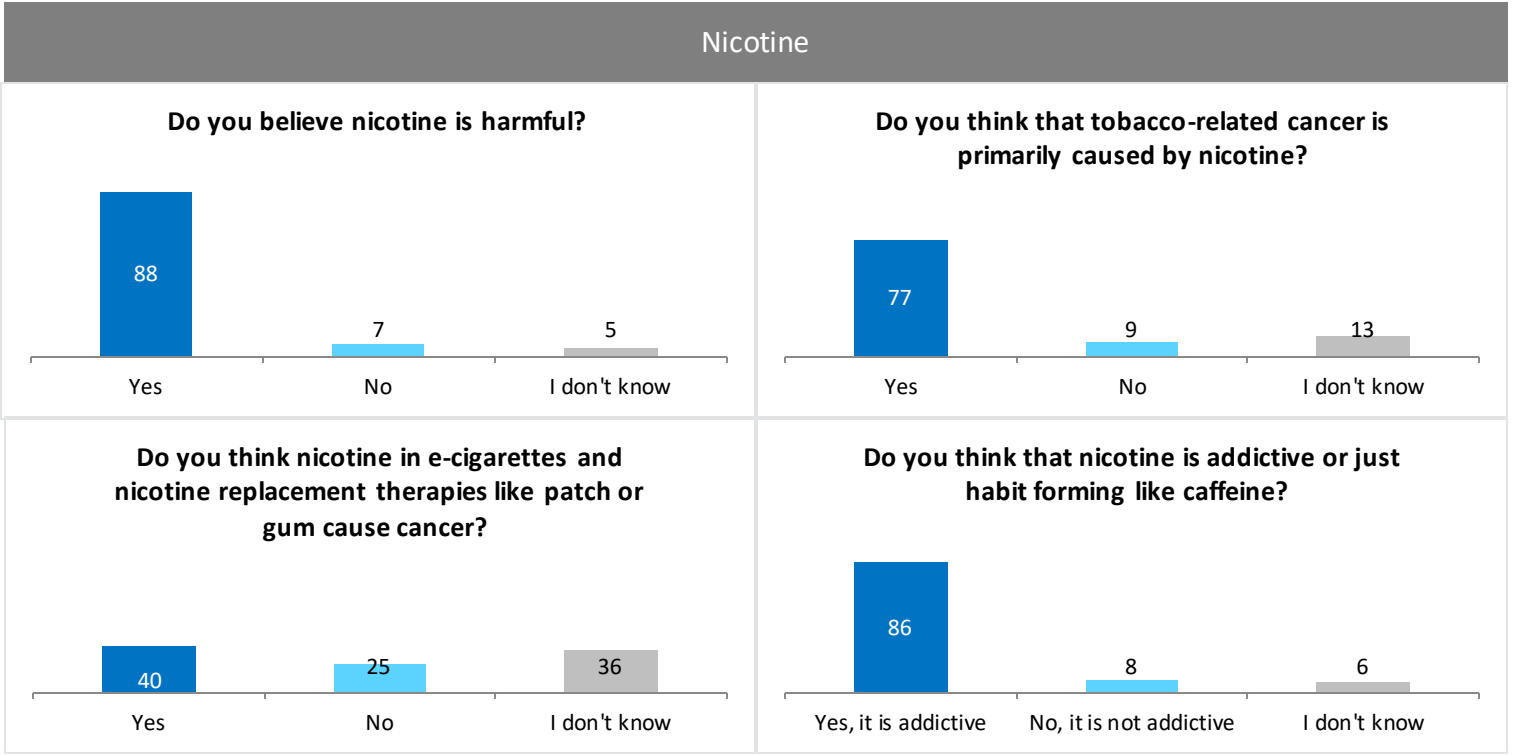


igures are in %

ase : Random Sample, Those who are aware of the respective products: E – Cig Men: n=1097 Women: n=347; Heat-not-burn products Men: n=626 Women: n=161; mokeless tobacco Men: n=957 Women: n=367

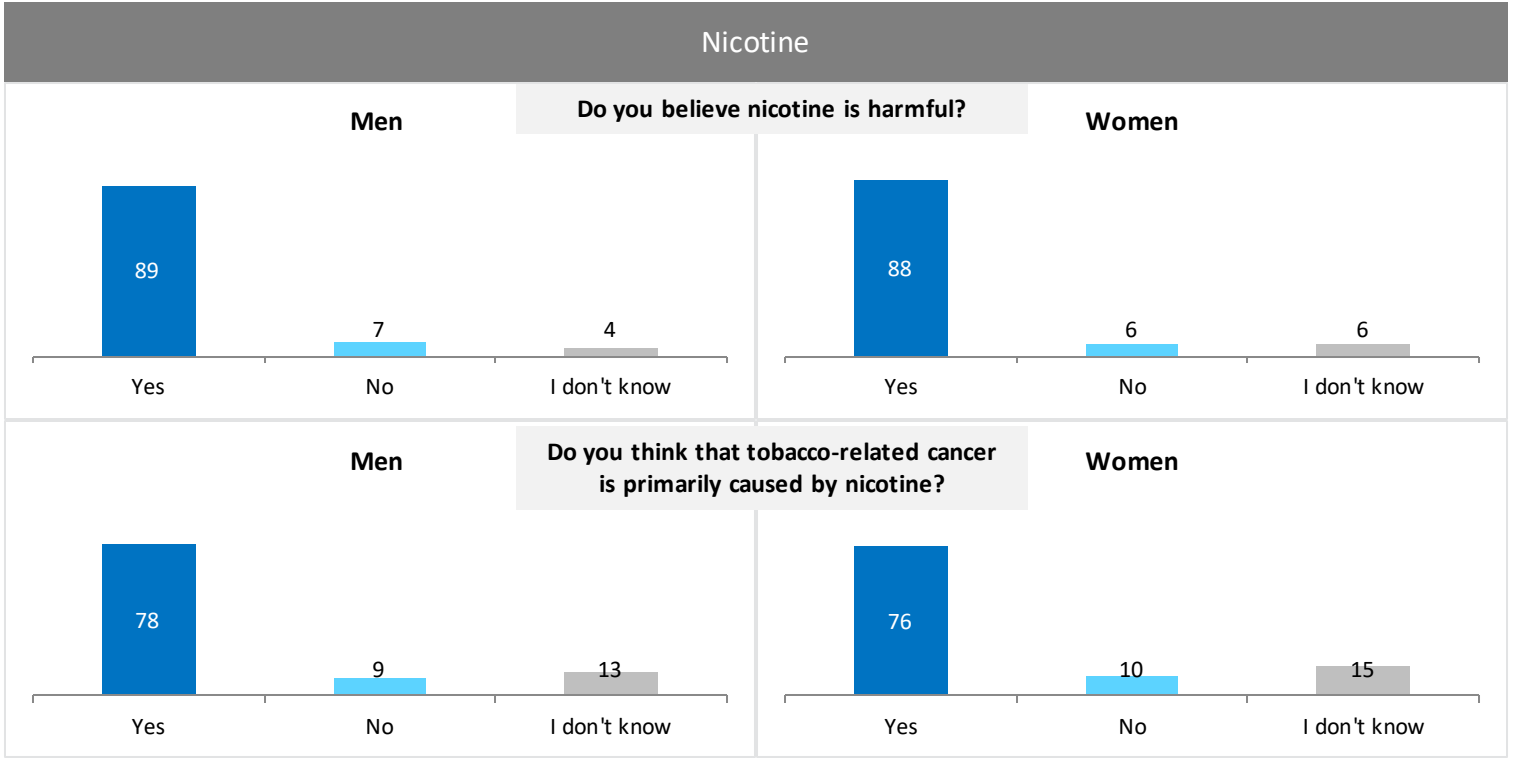
Risk perception of Nicotine - Current users/Vapers/Smokers

The majority of the current users/ vapers/ smokers believe nicotine is harmful and addictive. 77% of current users/vapers/smokers think that tobacco-related cancer is primarily caused by Nicotine, while every 2 out of 5 opined that E-Cig/ nicotine replacement therapies like patch or gum cause cancer.



Sample, Current Users of tobacco products/ other products : n= 2136

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

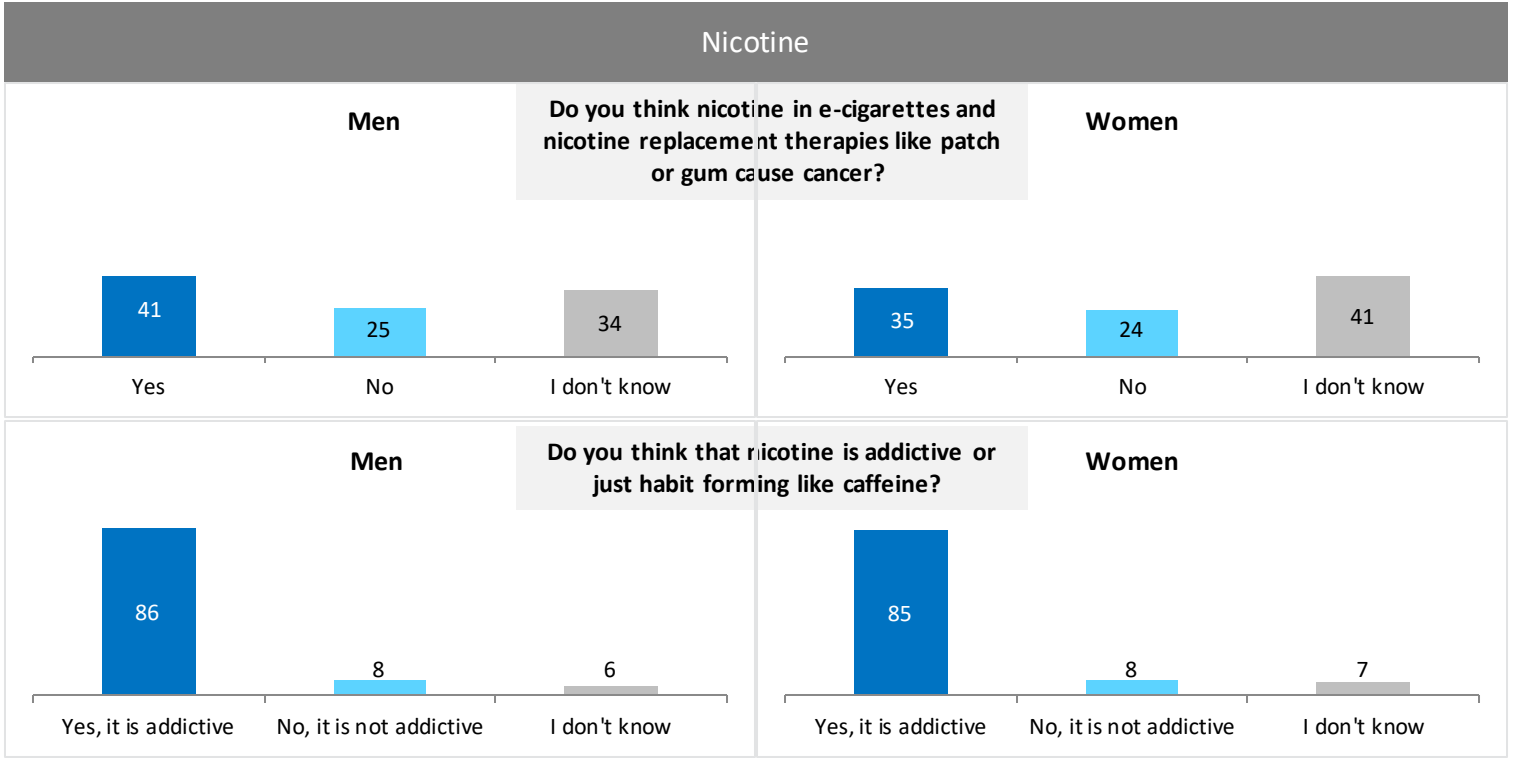


s are in %

Random Sample, Current Users of tobacco products/ other products Men : n= 1550 Women : n=586

Risk perception of Nicotine - Current users/Vapers/Smokers

Among both men and women, the majority of the people believe nicotine is addictive. 2 out of 5 current users of tobacco/other products opined that E-Cig/ nicotine replacement therapies like patch or gum causes cancer.

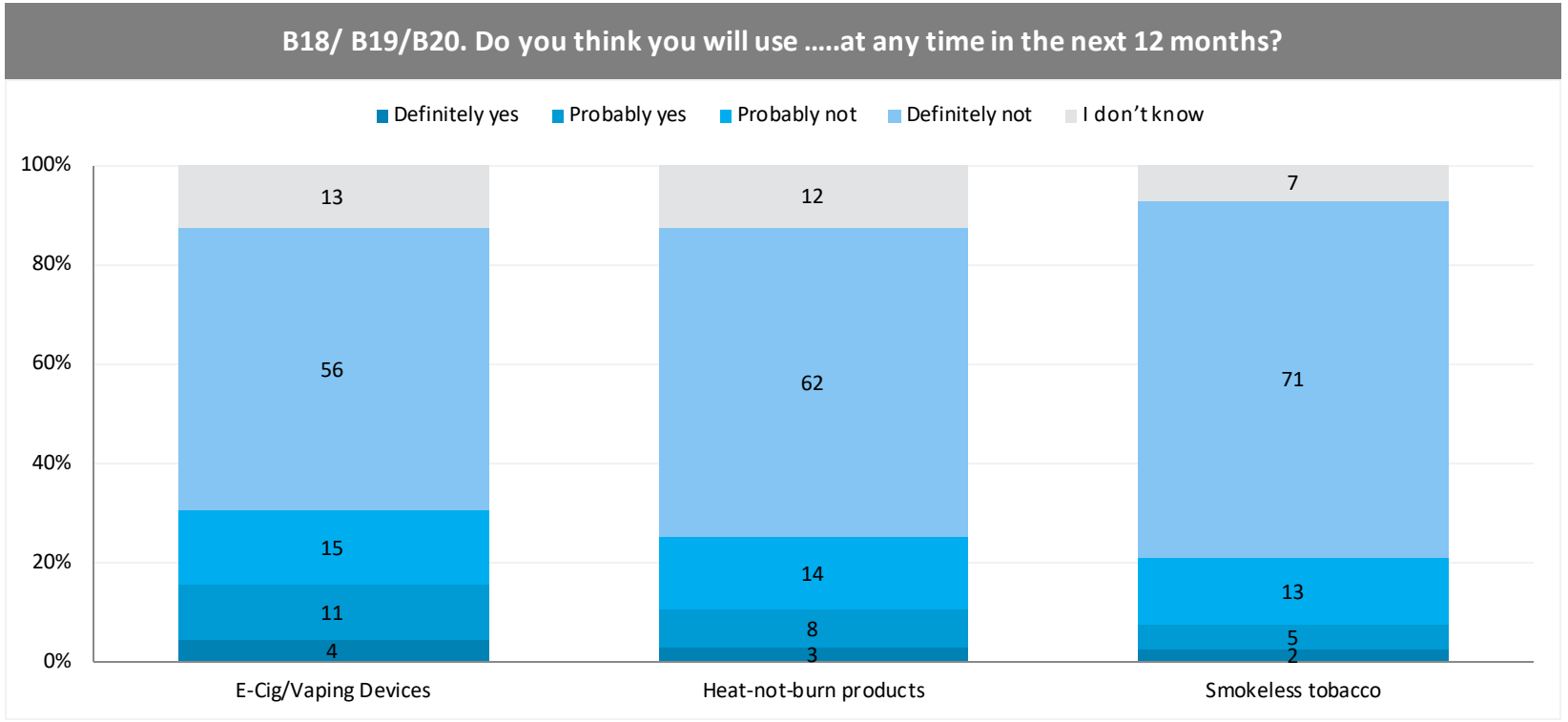


s are in %

Random Sample, Current Users of tobacco products/ other products Men : n= 1550 Women : n=586

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

Among the current users/smokers/vapers who are not currently using Smokeless Tobacco; 71% of them are not willing to use Smokeless Tobacco in the next 12 months.



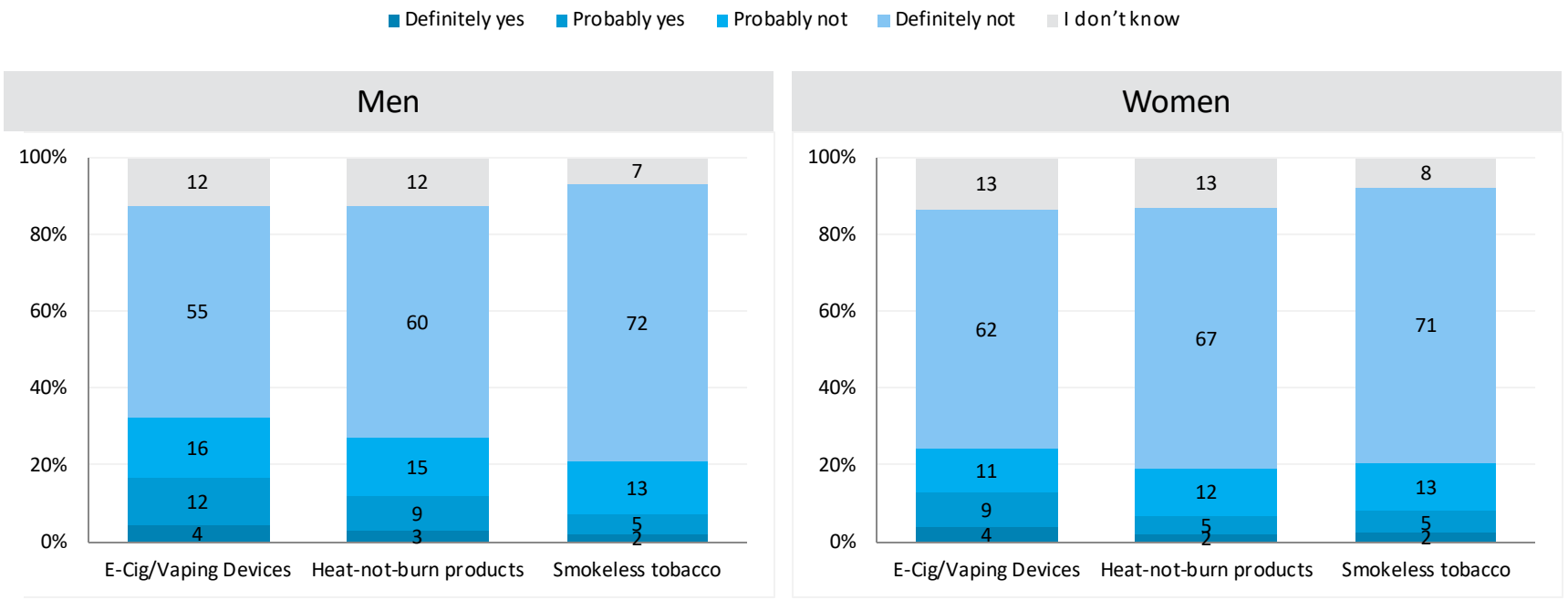
%

Sample, Tobacco users/ other product users who are non users of E-Cig n: 2108, non users of Heat-not-burn products n: 2131, non users of smokeless tobacco n:2045

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

Among both men and women, willingness to use E-Cig, Heat-not-burn products & Smokeless Tobacco is very low.

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=1528 Women: n=580, non users of Heat-not-burn products Men: n=1548 Women: n=583, non users of smokeless tobacco Men: n=1534 Women n=511

4.3 Quitting and Quitters

Profile Comparison

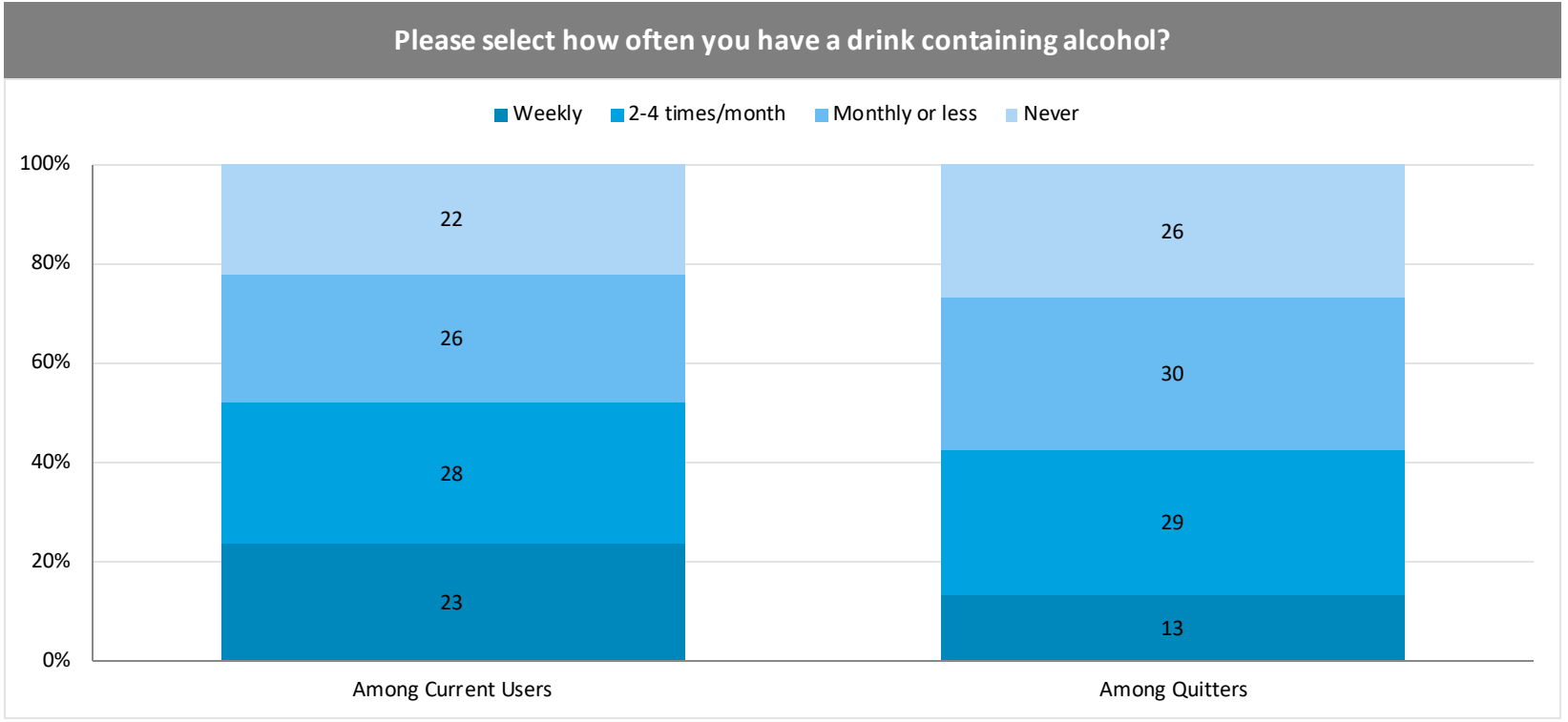
The demographic profile of quitters does not vary from the current users. However, relatively more females fall under quitters.

Profile of current users and quitters		
	Current Users/ Vapers/ Smokers	**Quitters** (who quit tobacco in last 5 years)
Base	**2136**	**231**
Male	73	63
Female	27	37
18-24 yrs	18	16
25-35yrs	33	29
36-50yrs	30	33
51- 69 yrs	19	23
Rural	0	0
Urban	100	100

Figures are in %
Base : Random Sample, Current Users of tobacco products : n= 2136, Quitters n=231

Comparison between Among Current Users/ Vapers/ Smokers & Quitters

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

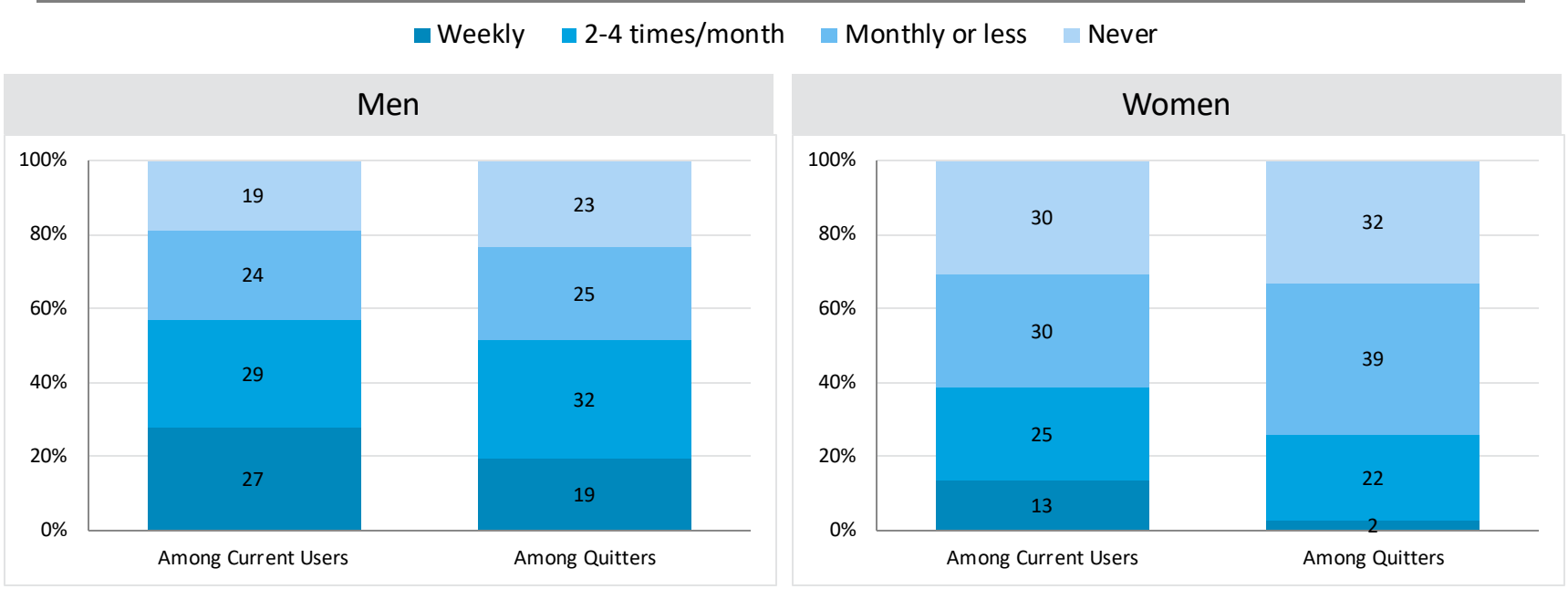


Note: Among Quitters: Data is for past consumption prior to quitting
re in %
ndom Sample, Current Users of tobacco products : n= 2136, Quitters n=231

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= 1550 Women : n=586, Quitters Men : n = 145 Women : n = 85

Usage Comparison

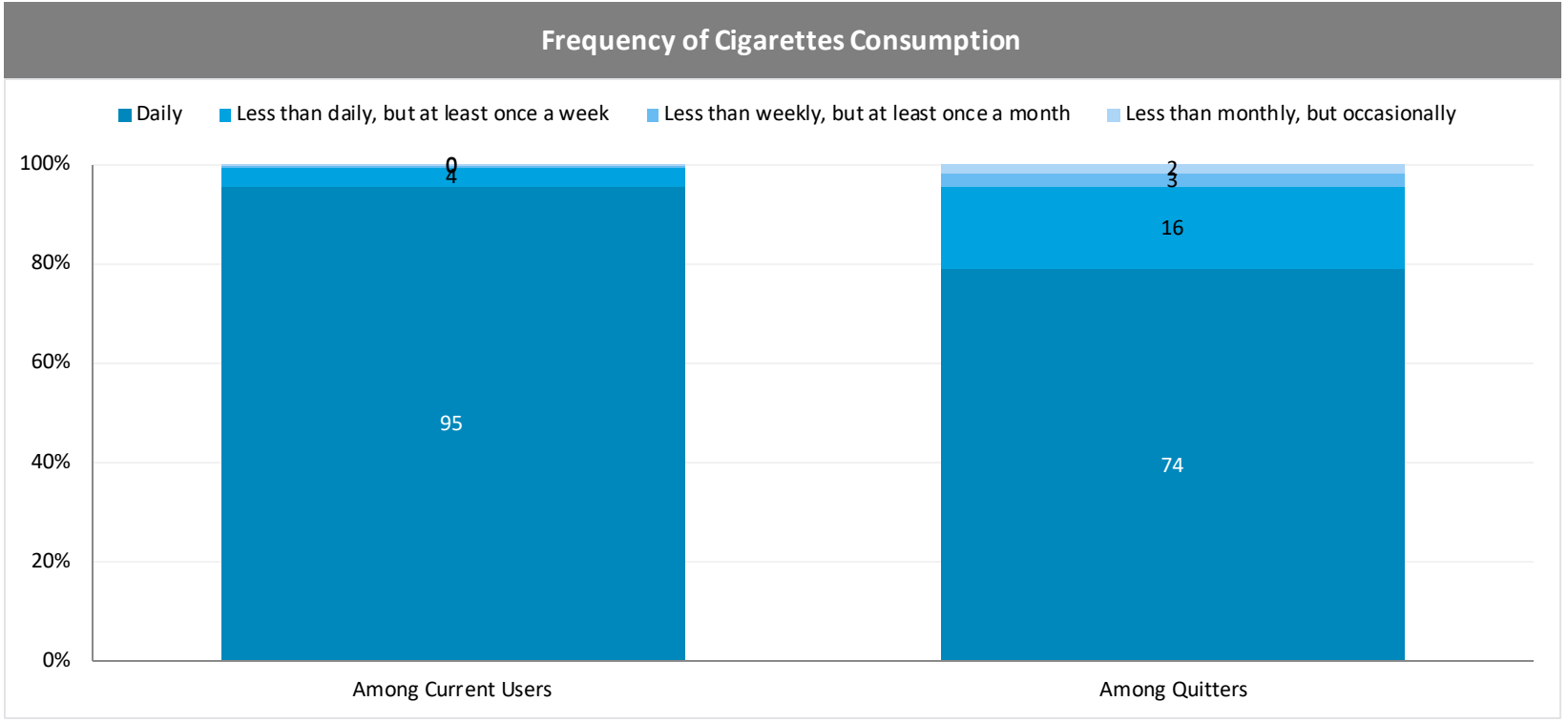
Similar usage level for current users and quitters among all products.

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	**2136**	**231**
Cigarettes	95	96
Rolled Cigarettes	6	5
Electronic cigarettes/vaping devices with nicotine	1	0
Capsule/Flavored cigarettes	1	1
Tubed Cigarettes	0	0
Electronic cigarettes/vaping devices without nicotine	0	0
Nicotine gum	0	0
Nicotine patch	0	0

Note: Among Quitters: Data is for past consumption prior to quitting
Figures are in %
Base : Random Sample, Current Users of tobacco products : 2136, Quitters n=231

Frequency of Usage Comparison

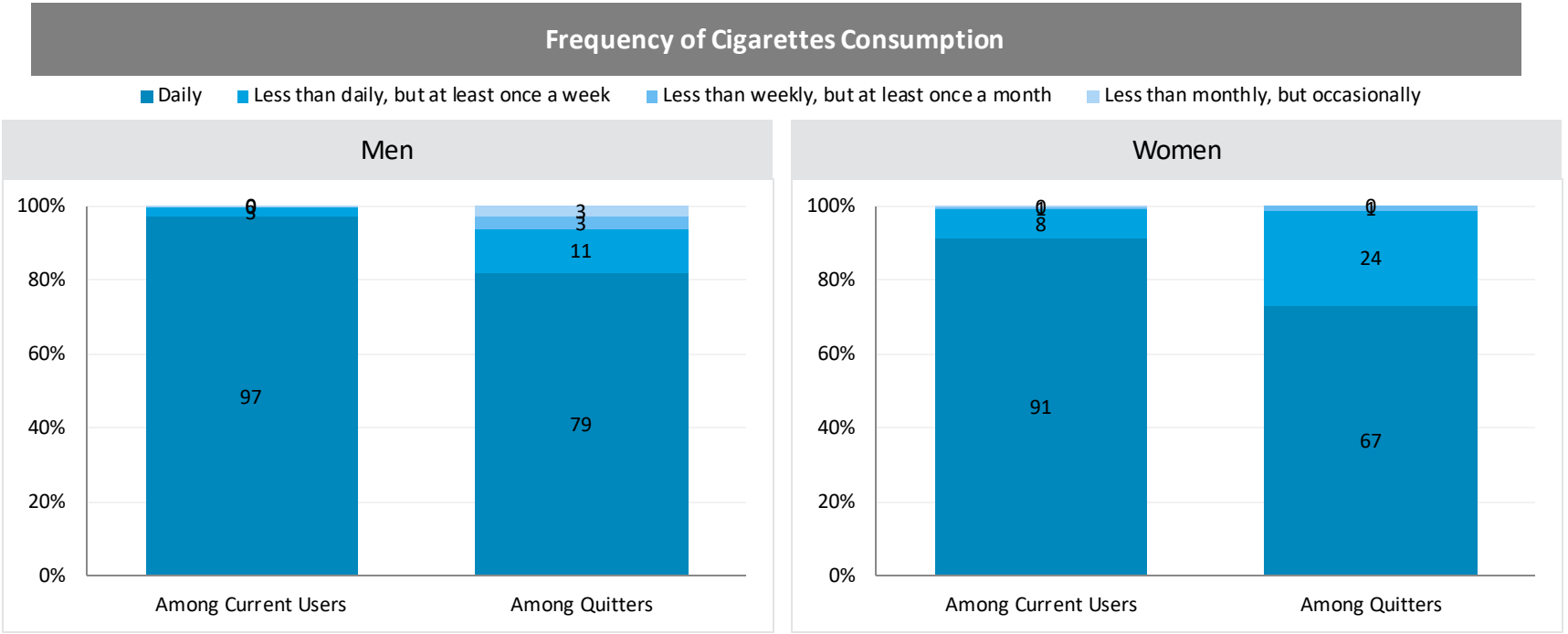
Among current users/ vapers/ smokers, daily usage of Cigarettes is higher compared to quitters.



Note: Among Quitters: Data is for past consumption prior to quitting
re in %
ndom Sample, Current Users of Factory made Cigarettes : n= 2034, Quitters n=231

Frequency of Usage Comparison

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

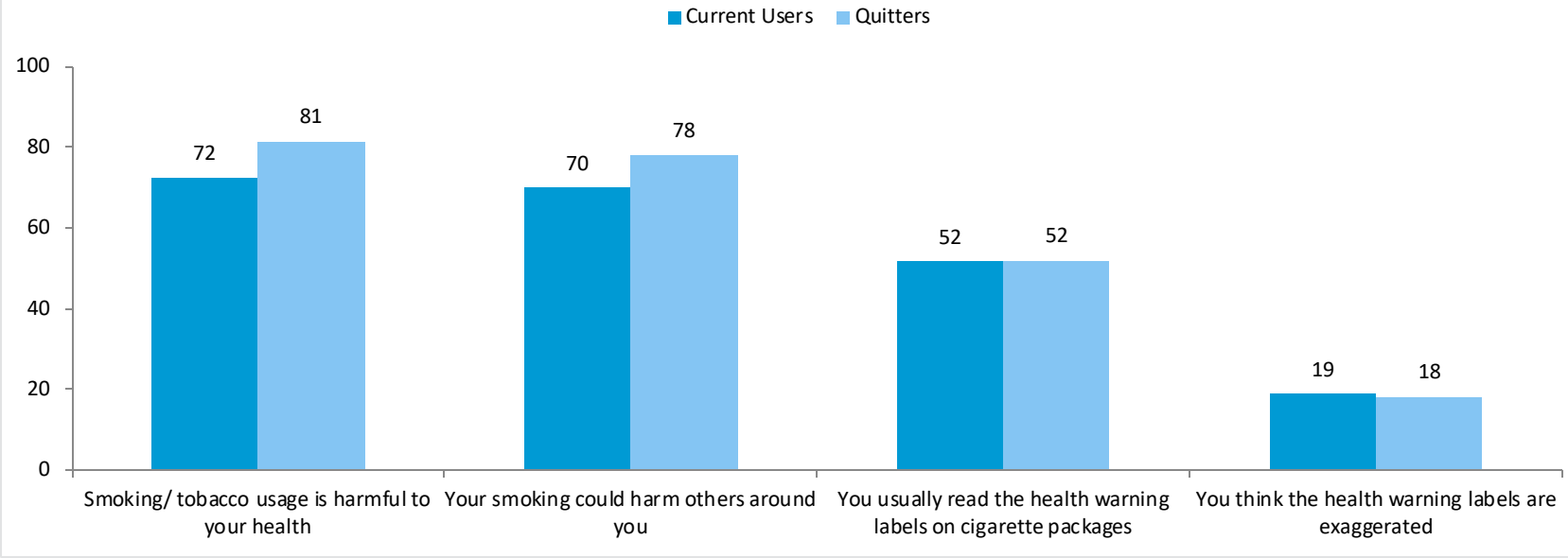


Note: Among Quitters: Data is for past consumption prior to quitting
Figures are in %
Base : Random Sample, Current Users of Factory made Cigarettes Men : n = 1513 Women : n=521, Quitters Men : n = 145 Women : n=85

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

Smoking Tobacco is considered more harmful (81%) 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)

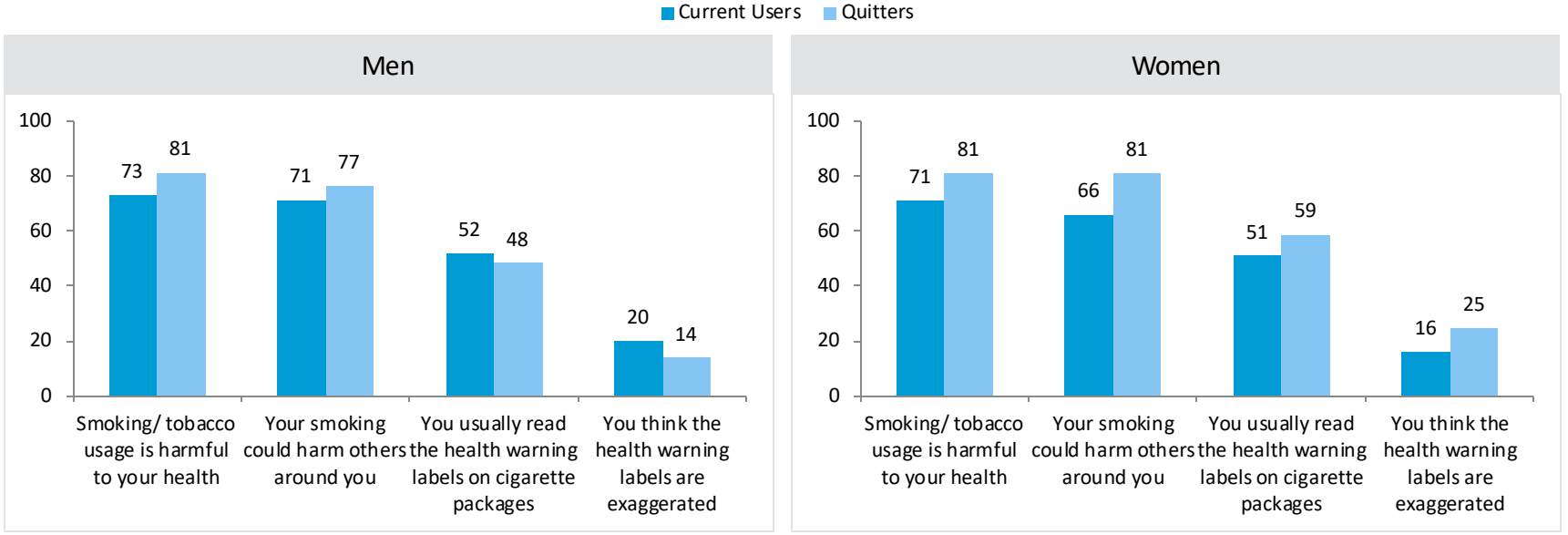


Figures are in %
Base : Random Sample, Current Users of tobacco products/ other products : n= 2136 Quitters : n=231

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

More women quitters (25%) believe health warning labels are exaggerated.

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

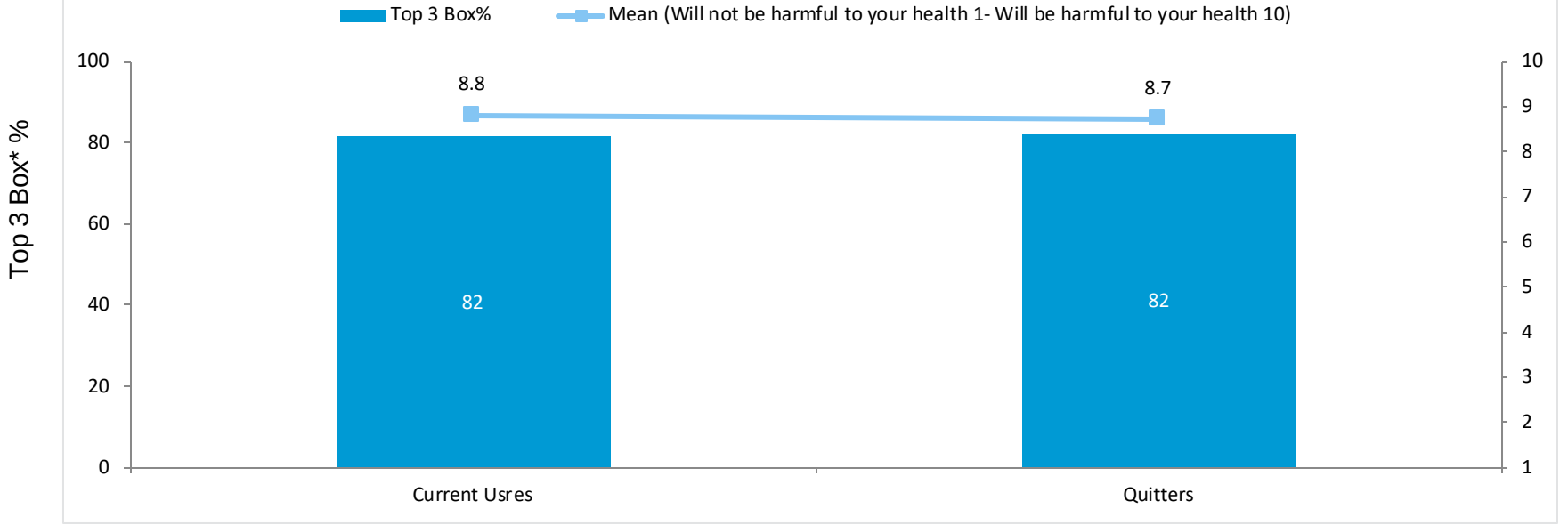


Figures are in %
Base : Random Sample, Current Users of tobacco products/ other products Men : n= 1550 Women : n=586, Quitters Men : n = 145 Women : n=85

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

No 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)



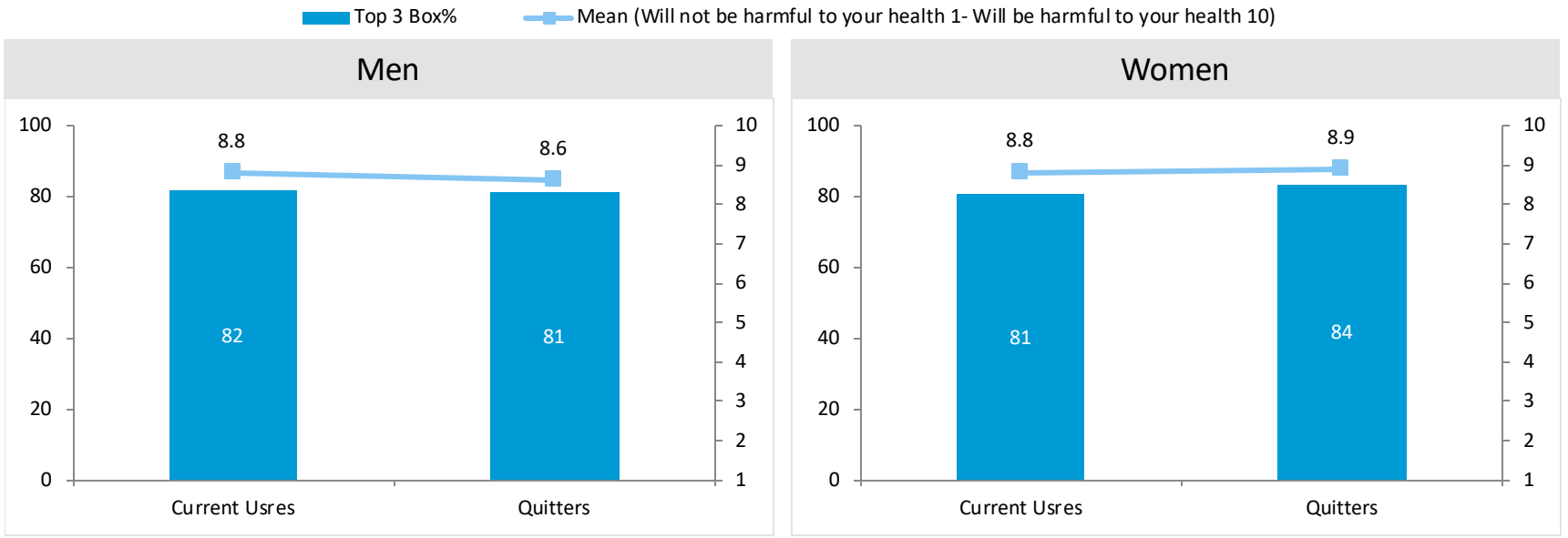
*Top 3 Box %: Those who coded 8, 9 or 10 on a 10 points scale (Will not be harmful to your health 1 - Will be harmful to your health 10)

Figures are in %
Base : Random Sample, Current Users of tobacco products/ other products : n= 2136 Quitters : n=231

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.

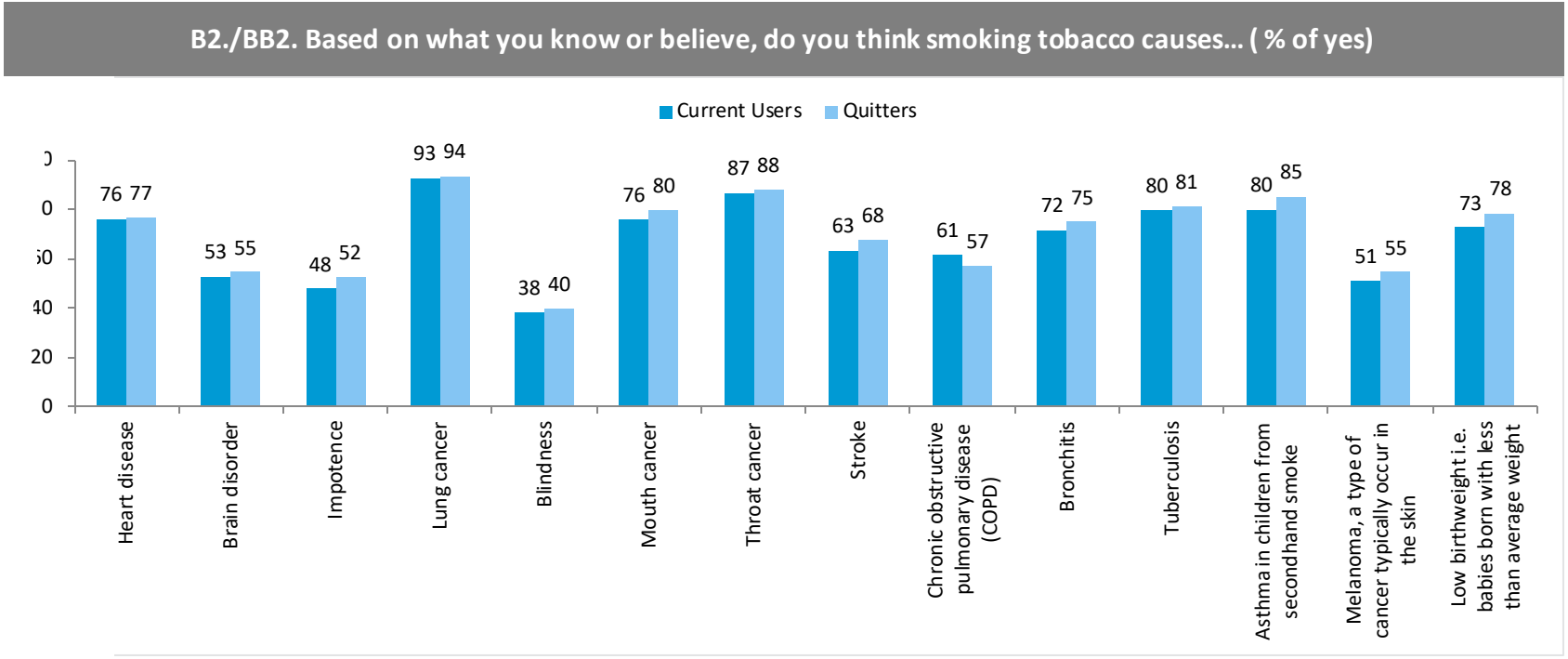
B3./BB3. On a scale from 1 to 10, to what extent do you think a moderate daily use of the Cig. can harm your health? (Will not be harmful to your health 1 – Will be harmful to your health 10)



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= 1550 Women : n=586, Quitters Men : n = 145 Women : n=85

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

Risk perception remains similar among current users and quitters.



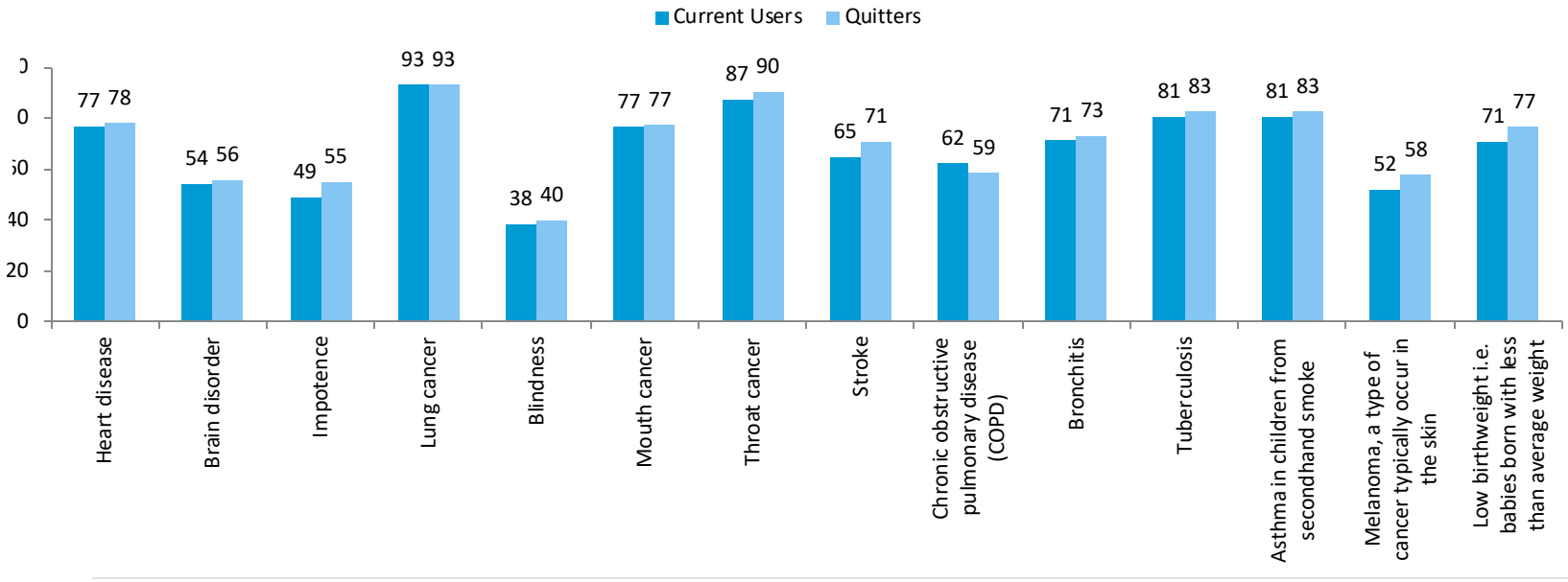
Figures are in %
Base : Random Sample, Current Users of tobacco products/ other products : n= 2136 Quitters : n=231

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

Risk perception remains similar among current users and quitters.

Men

B2./BB2. Based on what you know or believe, do you think smoking tobacco causes… (% of yes)



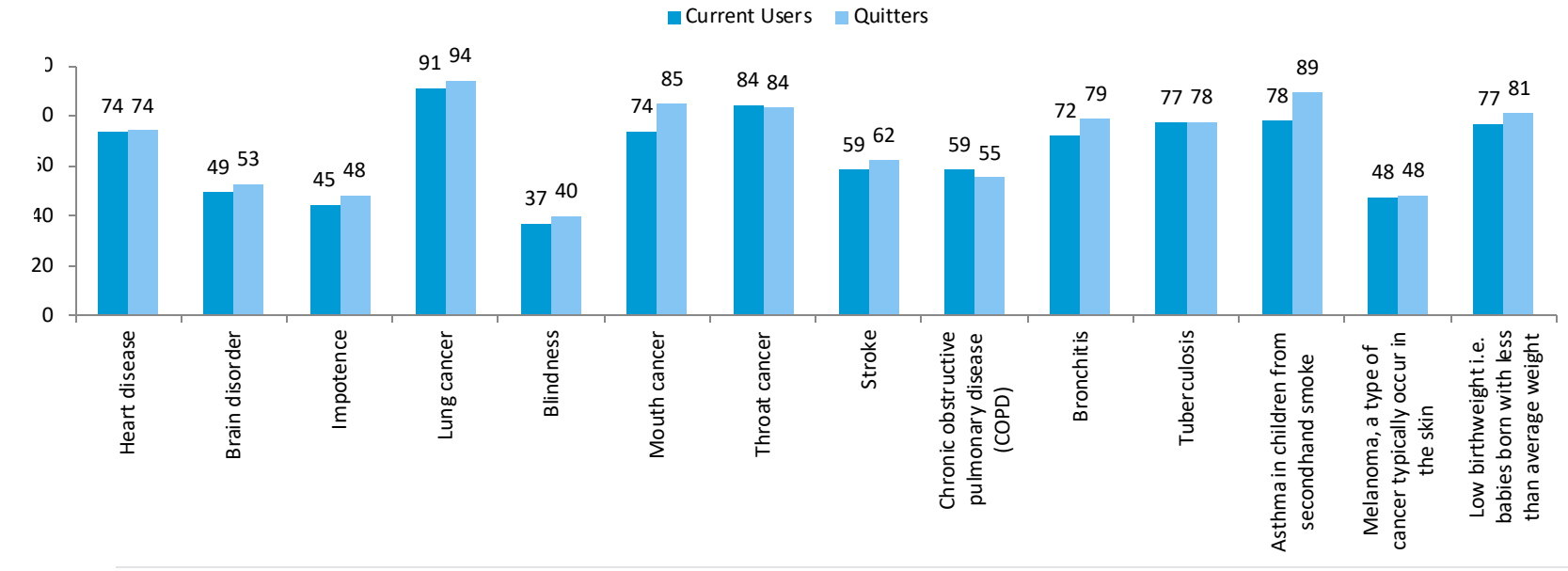
Figures are in %
Base : Random Sample, Current Users of tobacco products/ other products Men : n= 1550, Quitters Men : n = 145

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

The risk perception of mouth cancer and asthma in children was noticed to be higher among women quitters.

Women

B2./BB2. Based on what you know or believe, do you think smoking tobacco causes… (% of yes)



Figures are in %

Base : Random Sample, Current Users of tobacco products/ other products Women : n=586, Quitters Women : n=85

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

39% claimed that they have attempted to quit tobacco/other products. Only 31% 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?

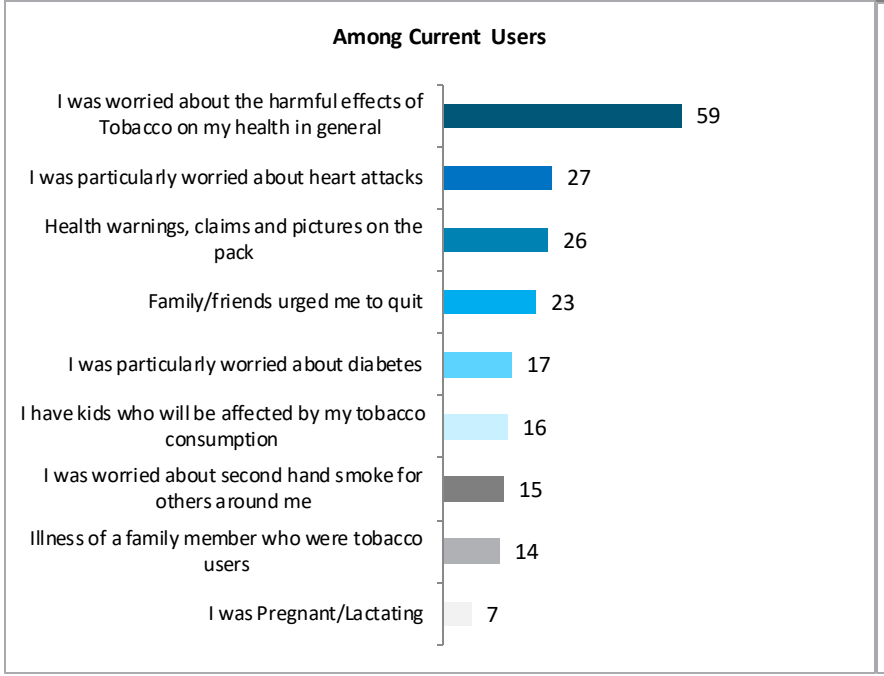
	All Current Users	Men	Women	18-24yrs	25-35yrs	36-50 yrs	51-69 yrs	Rural area or village	Urban
		%	%	%	%	%	%	%	%
n	2136	1550	586	389	711	638	398	3	2133
B14.In the past, have you ever made a serious attempt to quit smoking/ quit using tobacco products? That is, have you stopped smoking for at least one day or longer because you were trying to quit?									
Yes	**39**	40	39	32	41	40	41	67	39
No	**61**	60	61	68	59	60	59	33	61
B16.Are you planning to quit smoking/ using tobacco products?									
Yes	**31**	30	34	31	34	29	30	67	31
No	**54**	56	51	55	51	58	54	0	54
I don't know	**11**	11	13	11	12	11	12	0	11
I prefer not to answer	**3**	3	3	3	4	2	4	33	3

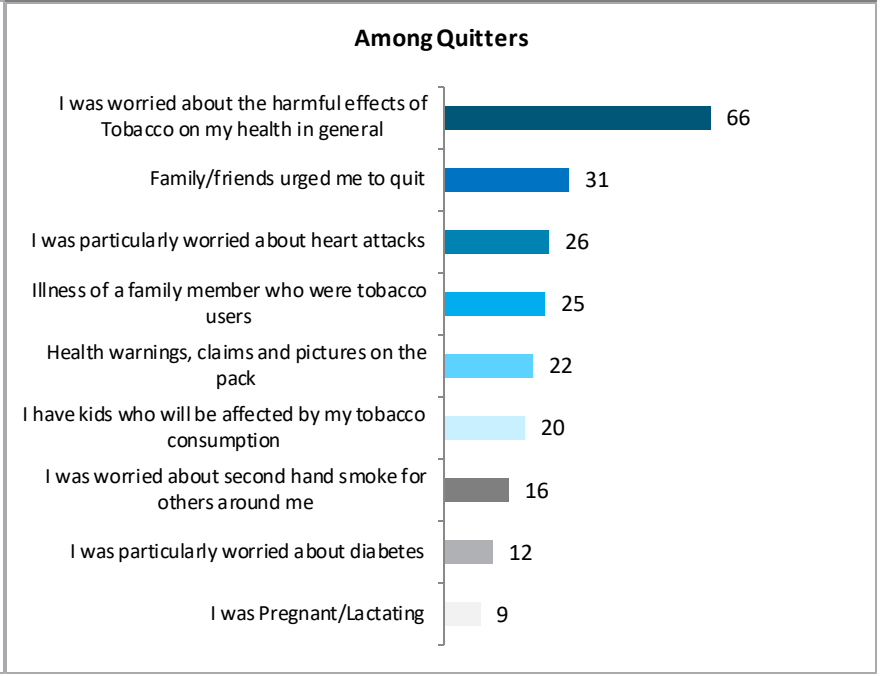
Figures are in %
Base : Random Sample, Current users

Reasons For Quitting

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

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



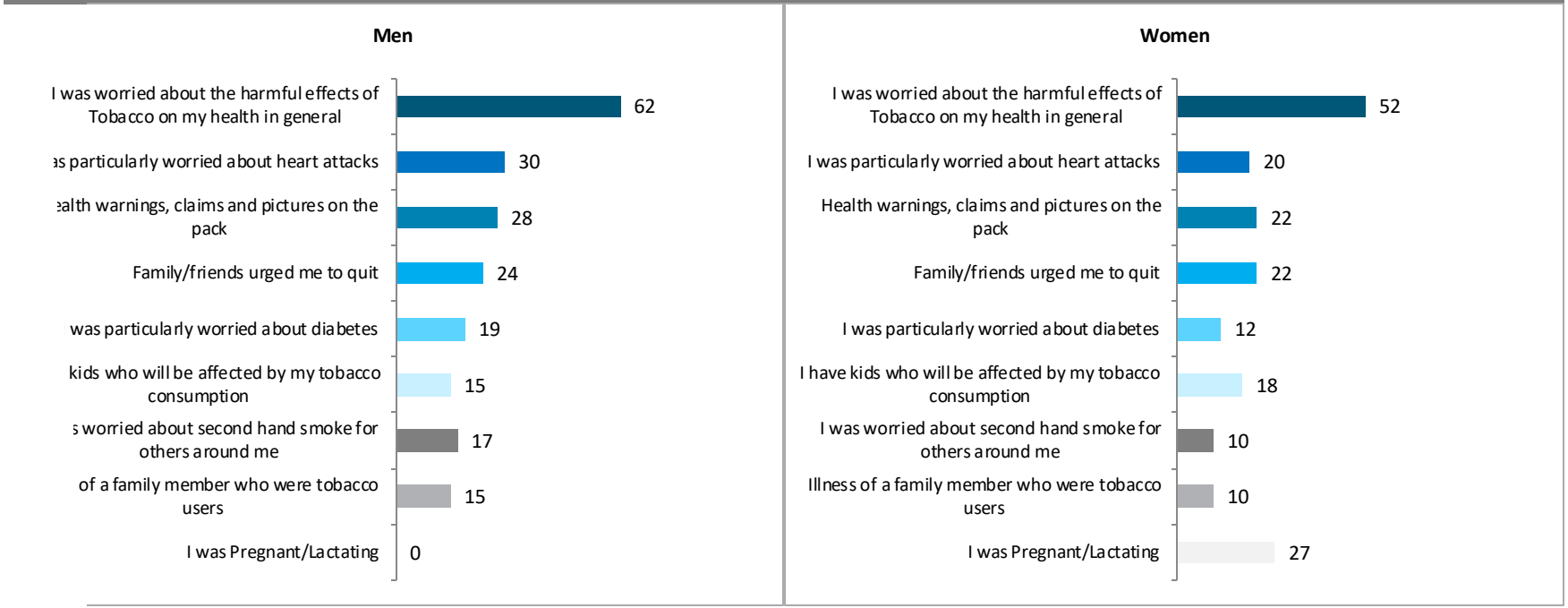


le, Current Users who attempted to quit: n= 843, Quitters n=231

Reasons For Quitting - Among Current Users/Smokers/Vapers

Among both men and women, worry about the harmful effects of tobacco on health is the main reason for attempting to quit.

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

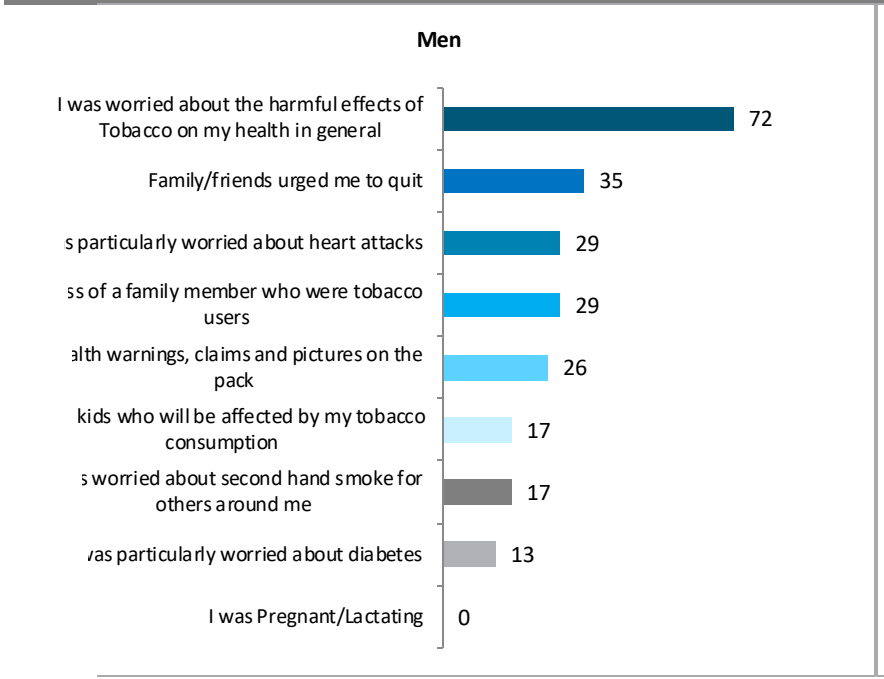


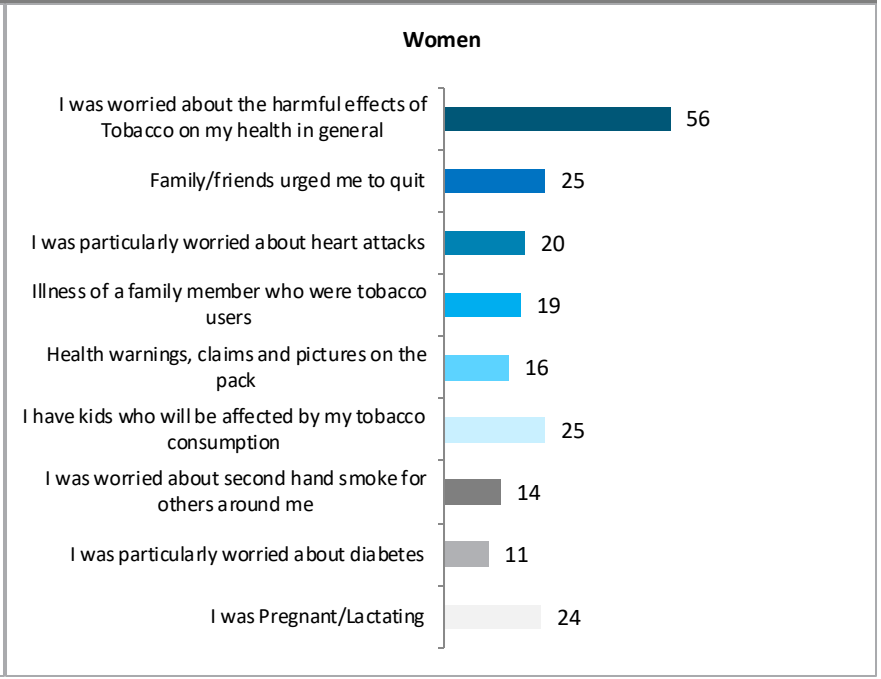
Figures are in %
Base : Random Sample, Current Users who attempted to quit Men : n = 614 Women : n=229

Reasons For Quitting - Among Quitters

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

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



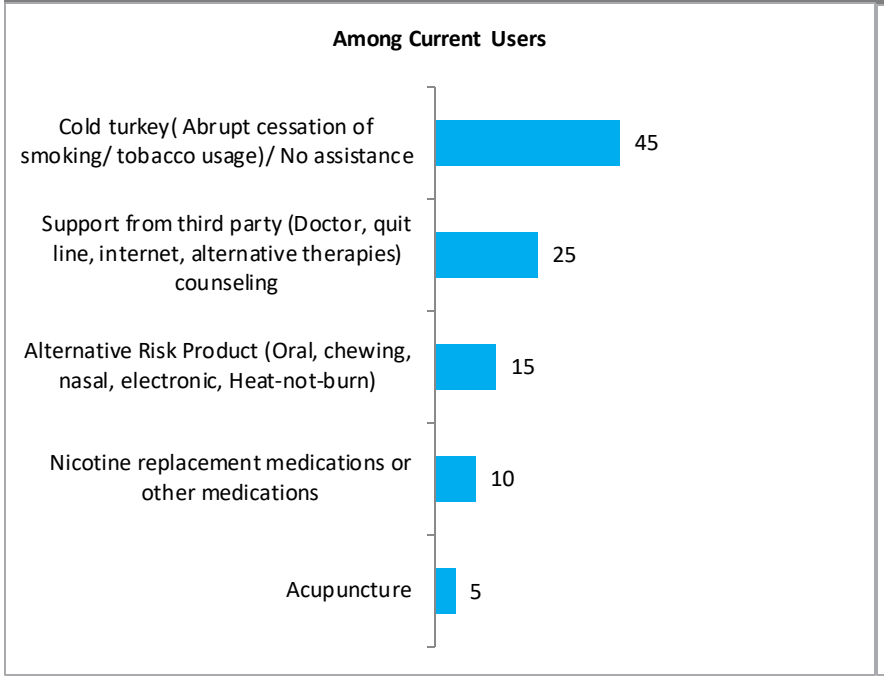


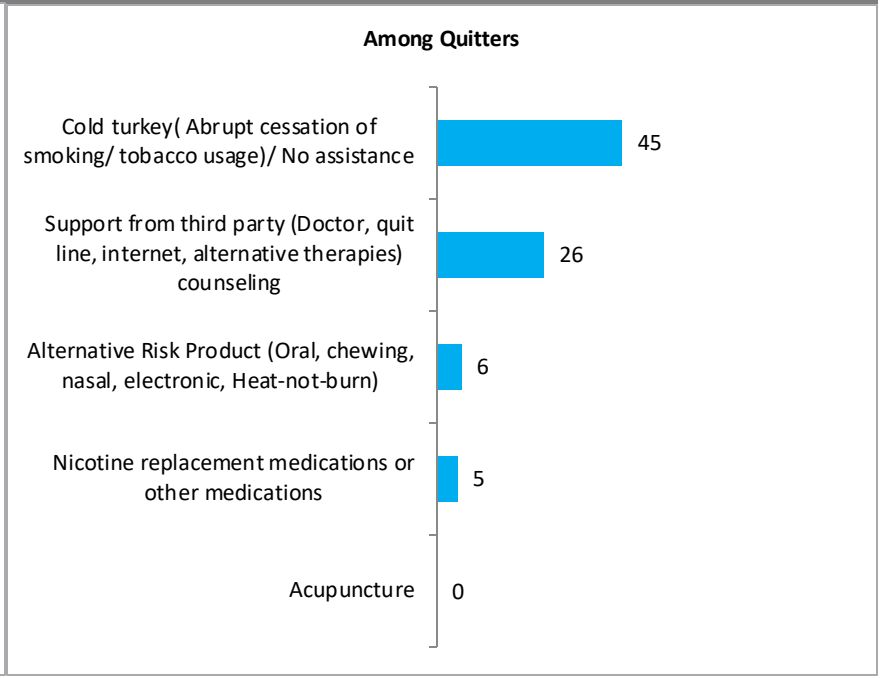
Figures are in %
Base : Random Sample, Current Users who attempted to Quitters Men : n = 145 Women : n=85

Ways Adapted For Quitting

Cold turkey is the major means of quitting.

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



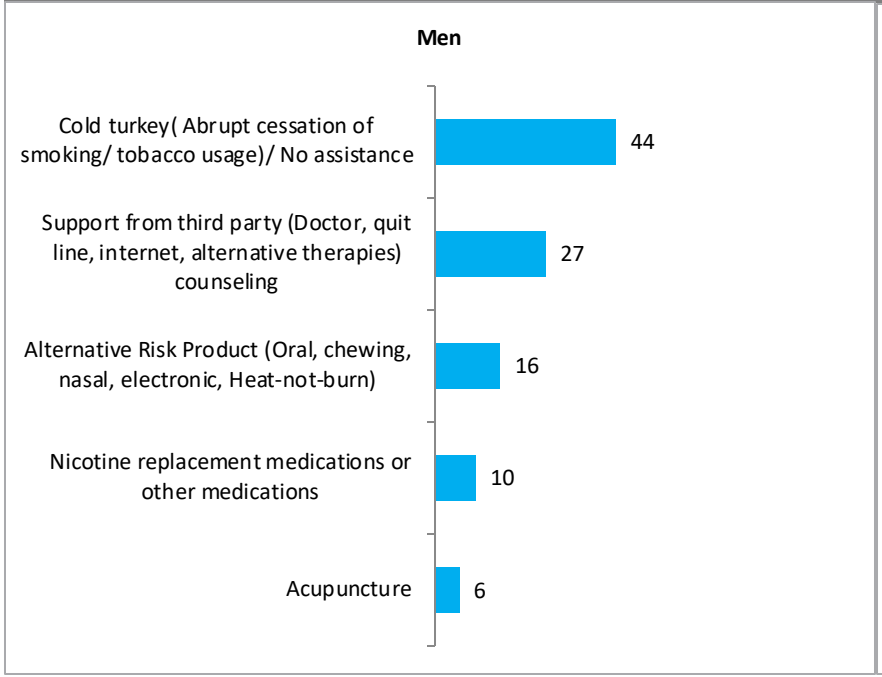


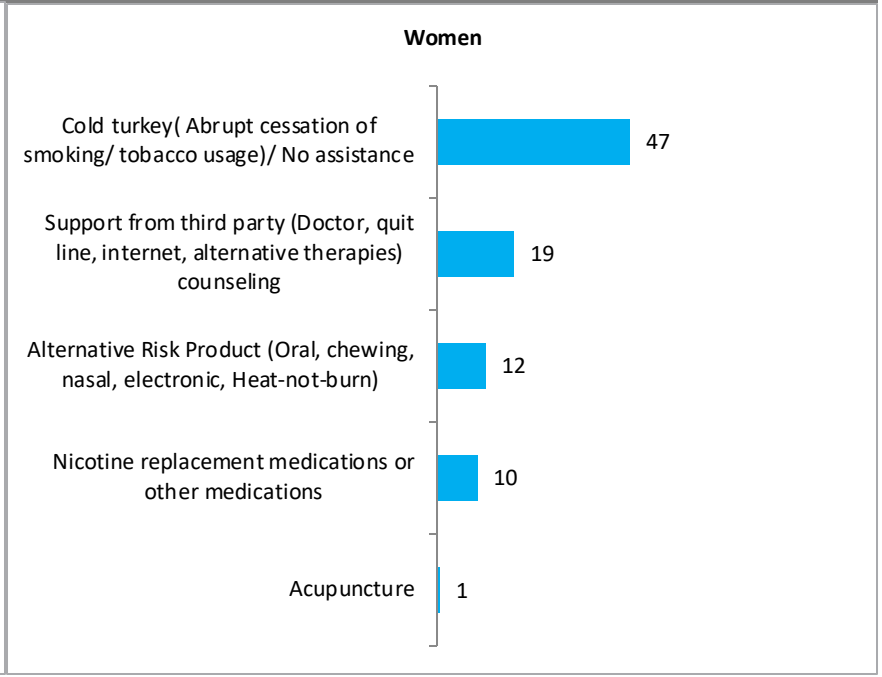
in %
om Sample, , Current Users who attempted to quit: n= 843, Quitters n=231

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

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

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



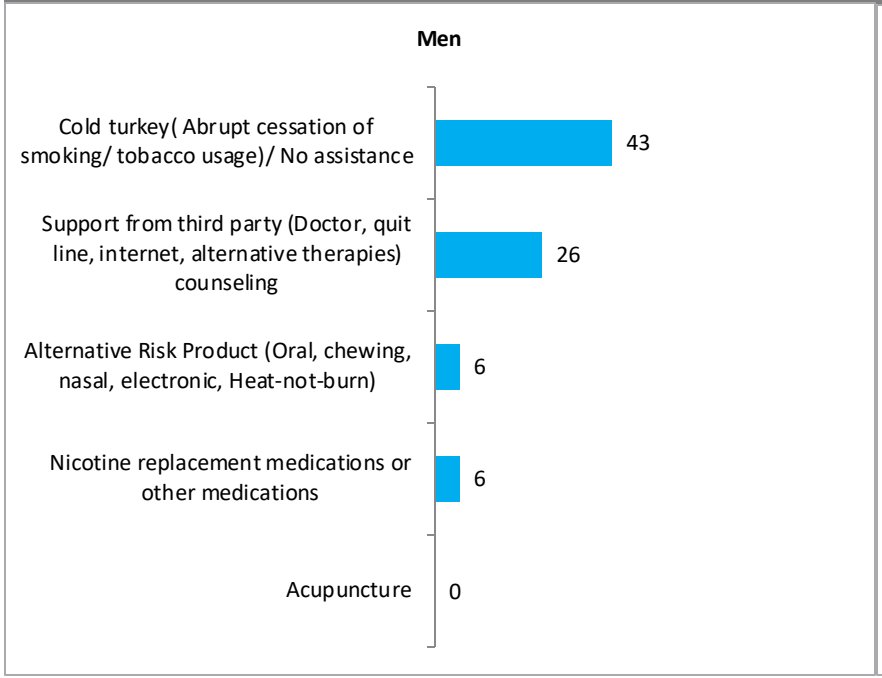


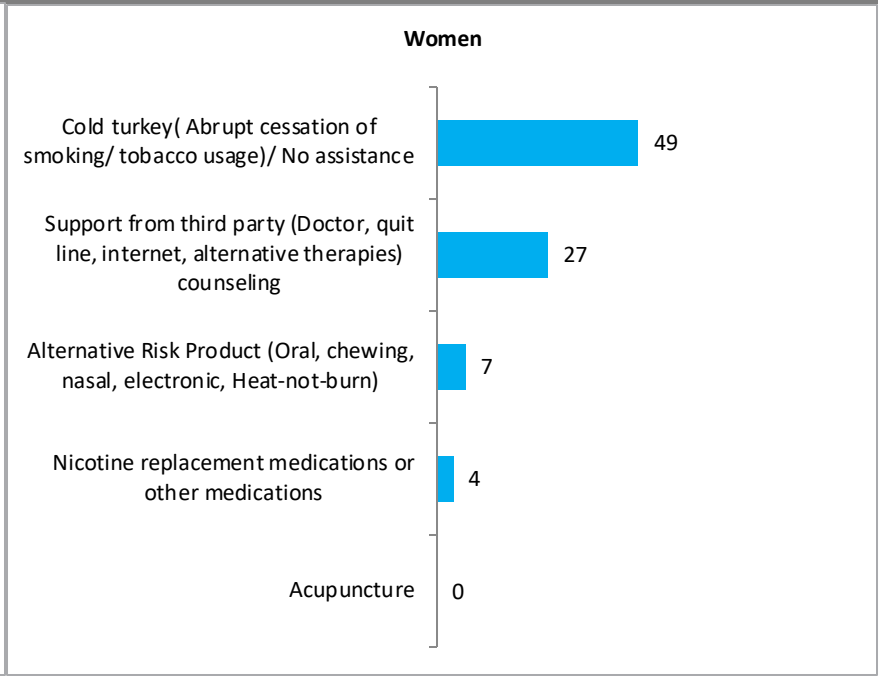
in %
om Sample, , Current Users who attempted to quit Men : n = 614 Women : n=229

Ways Adapted For Quitting - Among Quitters

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

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



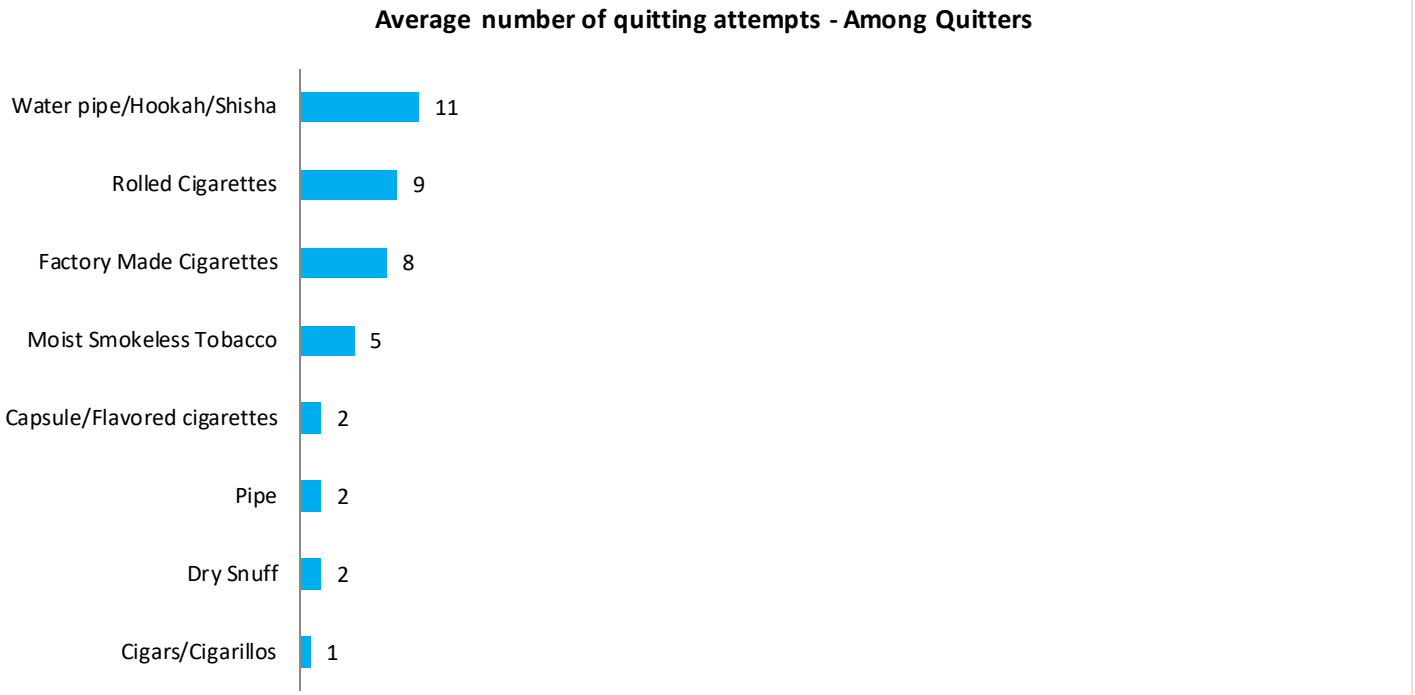


Figures are in %
Base : Random Sample, , Current Users who attempted to Quitters Men : n = 145 Women : n= 85

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?

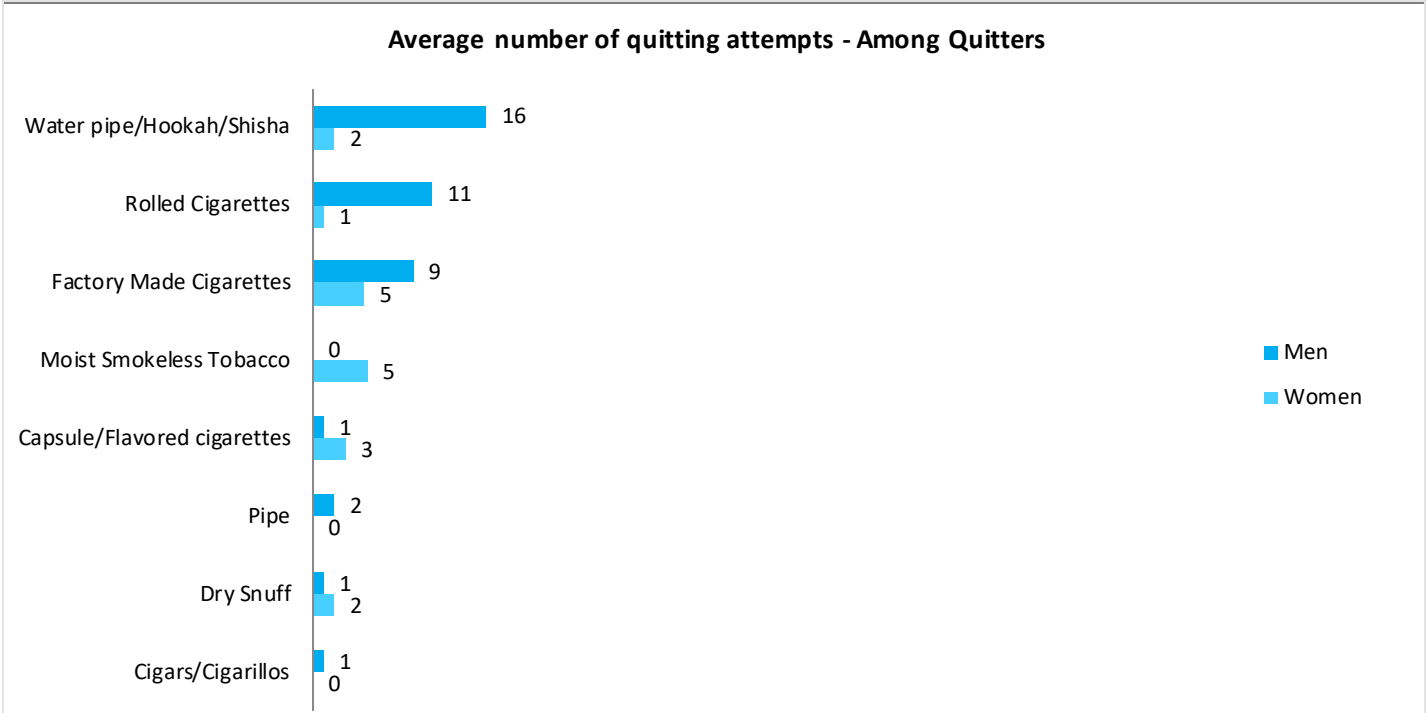


Quitters: n=231

Quitting Attempts by products : Among Quitters

Across products, average attempts at quitting from Water Pipe/Hookah/Shisha & Rolled Cigarettes are more among men.

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

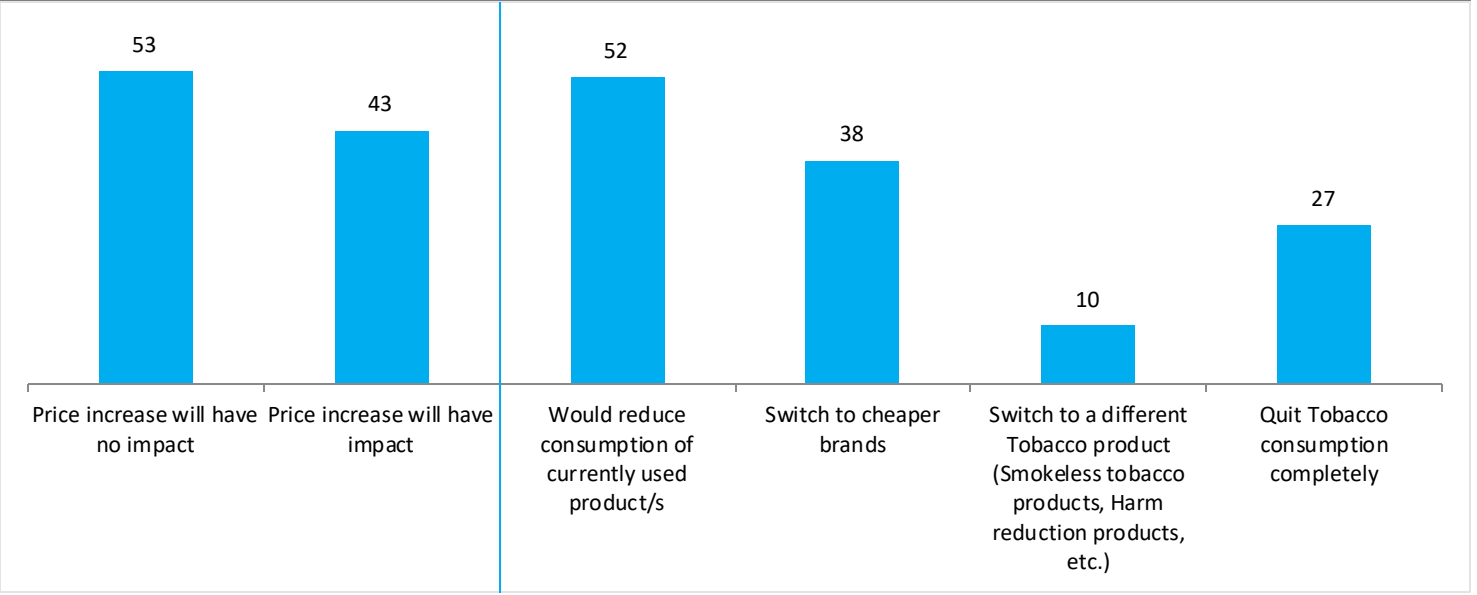


Base : Quitters Men: n=145 Women: n=85

Impact of price increase of the tobacco products/other products

53% of the consumer claimed that there will be an impact of the price increase; to cope with the price increase, 52% 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 ?

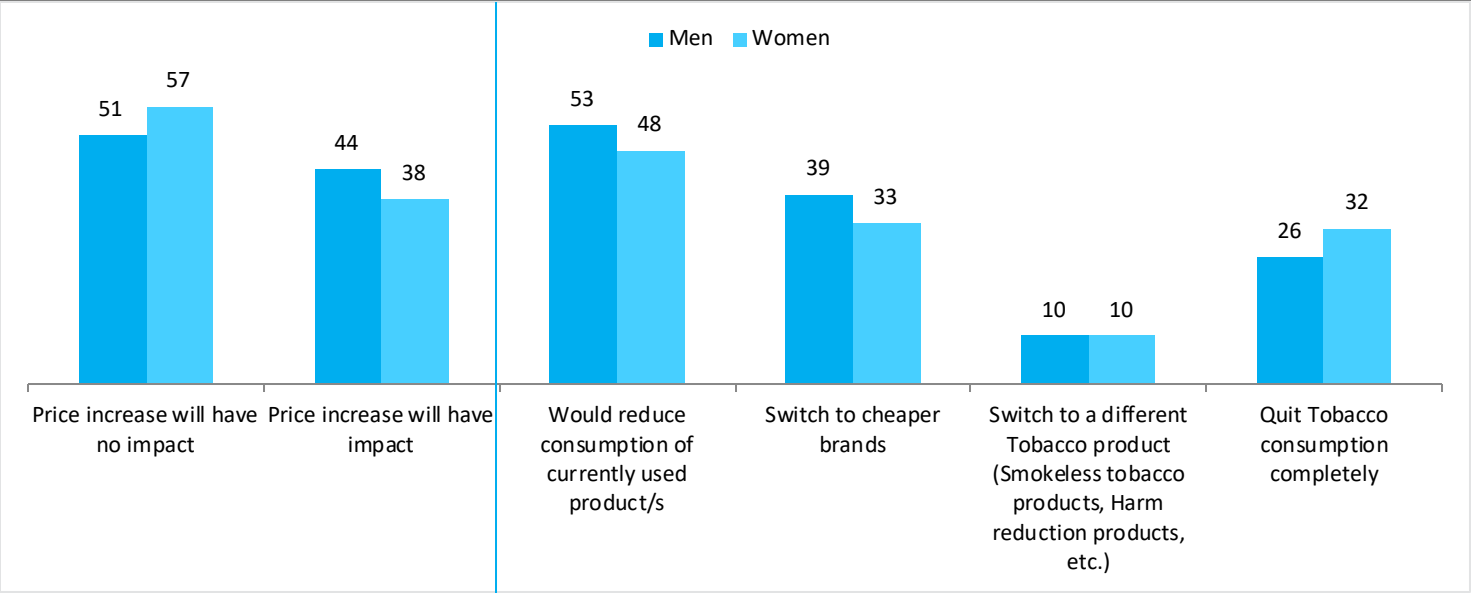


s are in %
Random Sample, Current Users of tobacco products who are not planning to quit : n= 2136

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 ?

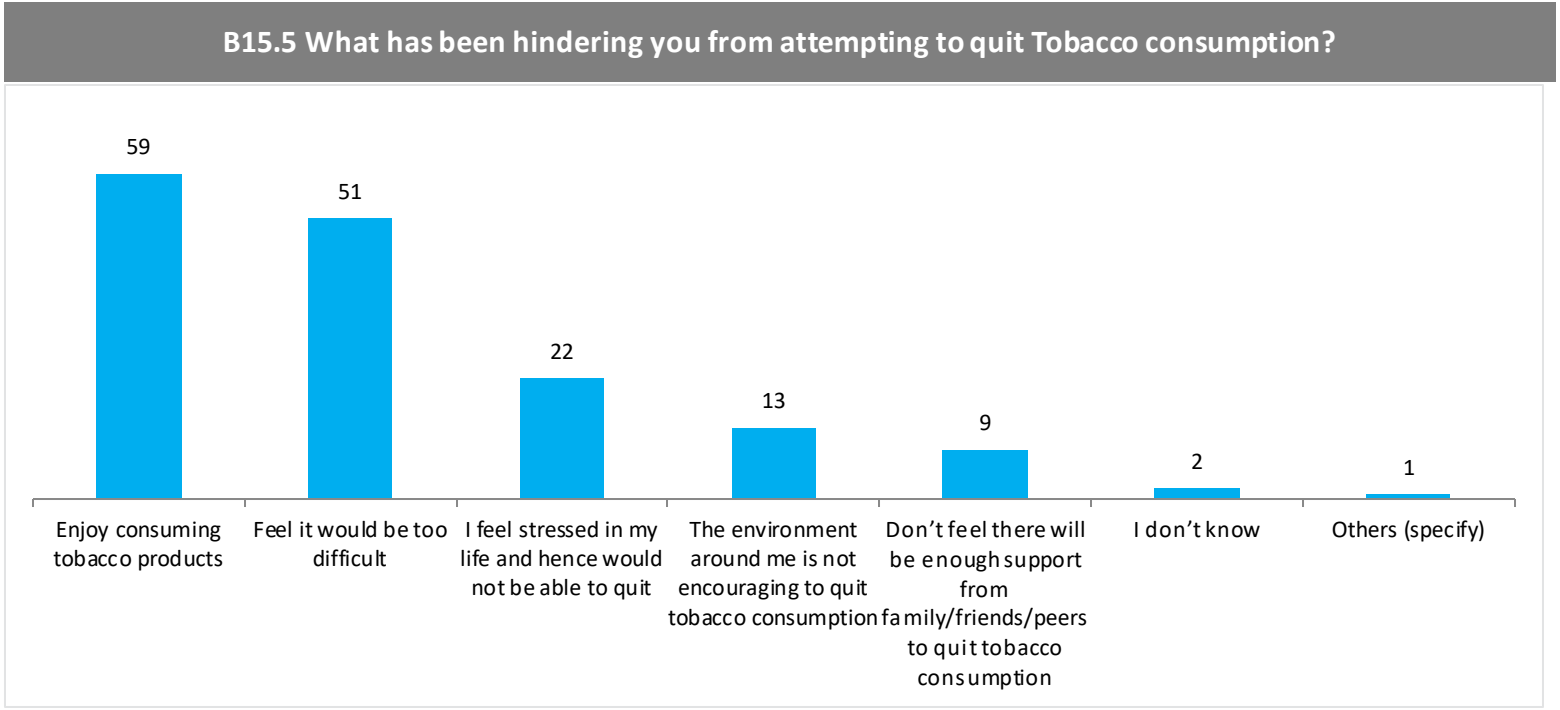


in %

dom Sample, Current Users of tobacco products who are not planning to quit Men : n=1550 Women: n=586

Hindrance in Quitting Tobacco Consumption

Apart from enjoying consuming tobacco products (59%), difficulty to quit (51%) surfaced as one of the main hindrances to quit.

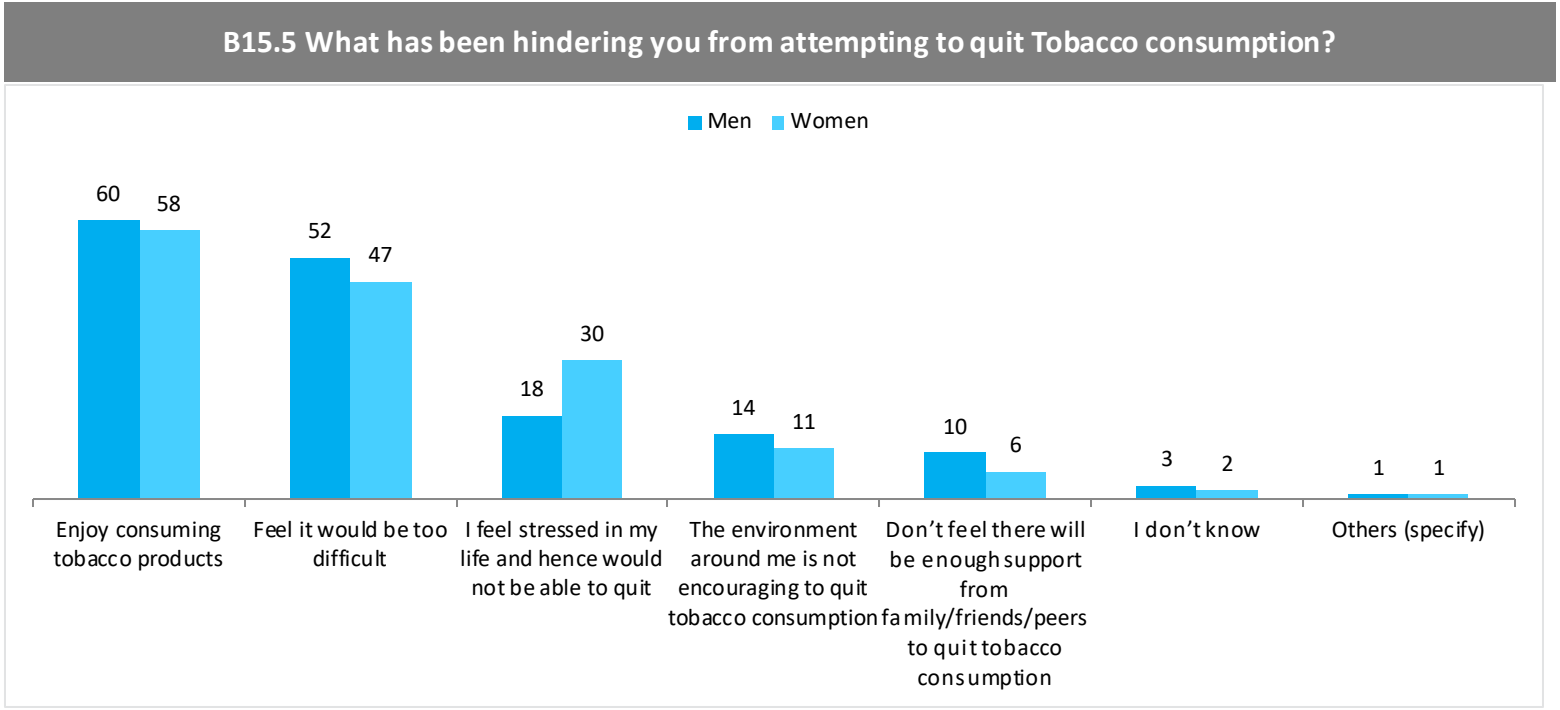


are in %

Random Sample, Current Users of tobacco products who are not planning to quit : n= 1293

Hindrance in Quitting Tobacco Consumption

Women opined higher than men that feeling stressed was the major hindrance in quitting smoking.



1%
m Sample, Current Users of tobacco products who are not planning to quit Men: n=936 Women: n=357

5. Appendix

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

Electronic cigarettes/vaping devices with nicotine

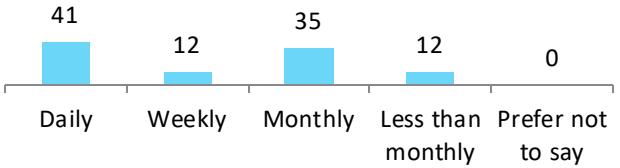
Current Usage (Among all users of tobacco and other products)

1% of current users use Electronic cigarettes/vaping devices with nicotine

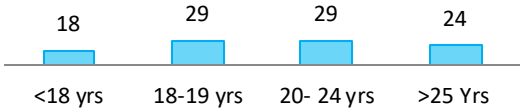
0.2% are solo users, use only E-Cig/ Vaping devices with Nicotine

0.8% are dual/poly users of E-Cig/ Vaping devices with Nicotine

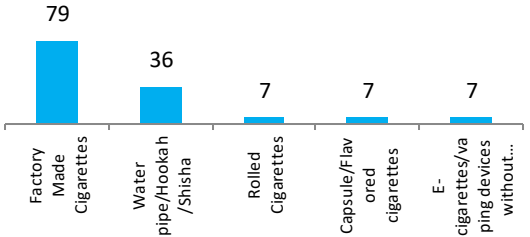
Consumption Frequency



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= 17

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	**1%**	**24**	**41%**	**775**
Men (n: 1338)	1%	Very low base(Below 15)		
Women (n: 468)	1%			
18-24 yrs (n: 326)	2%			
25-35 yrs (n: 638)	1%			
36-50 yrs (n: 546)	1%			
51- 69 yrs (n: 296)	0%			

Figures are in %
Base : Random Sample, current users n= 1806
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

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	1550	586	145	85
Less than high school	9	11	9	7
Completed some high school	31	35	31	34
High school graduate	40	39	35	38
Job-specific training program(s) after high school	5	2	5	2
Some college, but no degree	9	9	12	11
Associate degree	1	1	2	0
Bachelor's degree (such as B.A., B.S.)	1	1	3	2
Some graduate school, but no degree	2	1	1	5
Graduate degree (such as MBA, MS, M.D., Ph.D.)	1	1	2	1

Figures are in %
Base : Random Sample, Current Users of tobacco products Men : n= 1550 Women : n=586, Quitters Men : n = 145 Women : n=85

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	**1550**	**586**	**145**	**85**
Single	58	45	50	49
Unmarried, In a steady relationship and not living together	7	7	6	11
Unmarried, In a steady relationship and living together	8	9	6	6
Engaged	1	2	1	0
Married	20	23	30	26
Separated	1	1	2	1
Divorced	2	5	1	1
Widowed	2	7	3	6
Having Kids				
Have children at home below 14 living in the household	53	71	61	73
Don't have any children at home / No children below 14 living in the household	44	25	37	26

Figures are in %

Base : Random Sample, Current Users of tobacco products Men : n= 1550 Women : n=586, Quitters Men : n = 145 Women : n=85

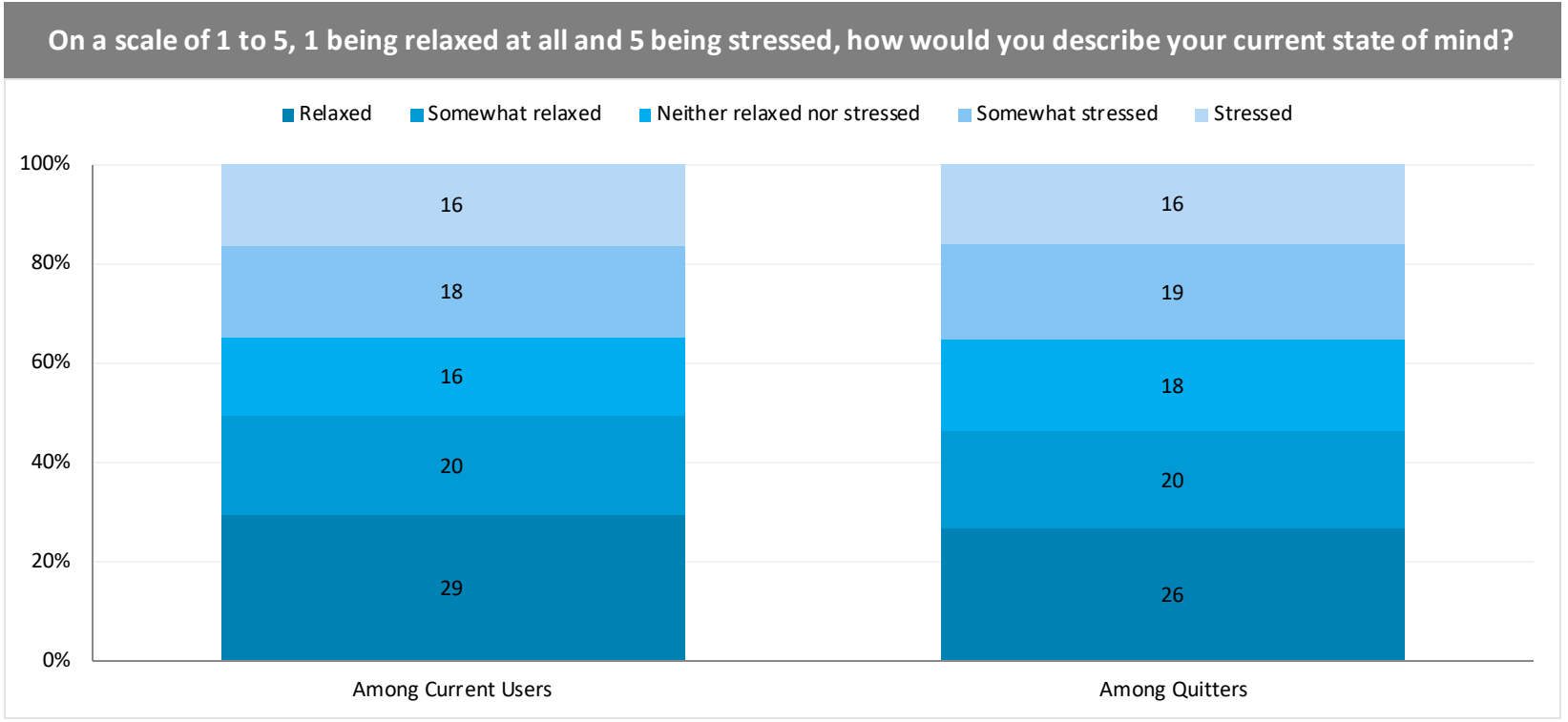
Profile Comparison

Profile of Current Users and Quitters				
	Current Users/ Vapers/ Smokers		**Quitters** (who quit tobacco in last 5 years)	
	Men	**Women**	**Men**	**Women**
Occupation	**1550**	**586**	**145**	**85**
Working now	49	37	56	36
Only temporarily laid off, sick leave, or maternity leave	2	3	2	1
Looking for work, unemployed	30	36	23	25
Retired	7	10	12	9
Disabled, permanently, or temporarily	1	0	1	0
Keeping house	0	9	1	14
Student	9	4	3	13
Others	1	1	0	1

Figures are in %
Base : Random Sample, Current Users of tobacco products Men : n= 1550 Women : n=586, Quitters Men : n = 145 Women : n=85

Comparison between Users & Quitters

Approximately 45-50% of both current users & quitters feel relaxed/ somewhat relaxed.



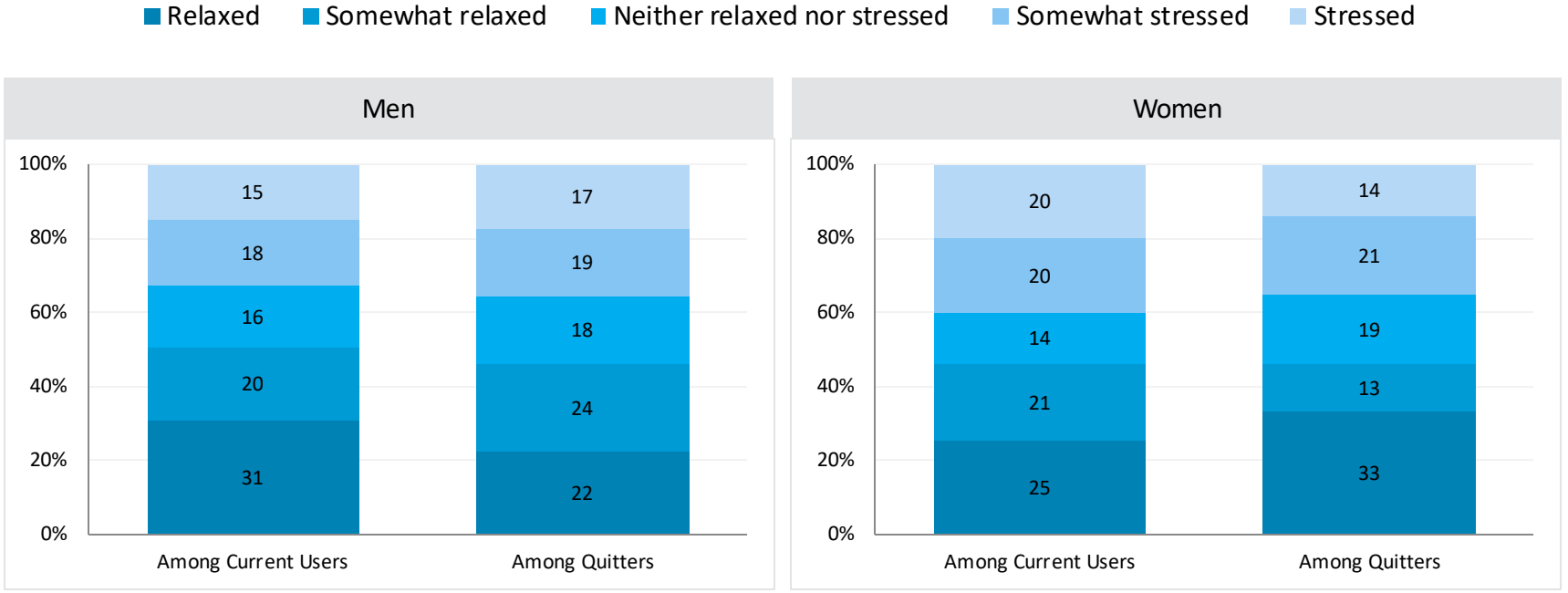
in %

dom Sample, Current Users of tobacco products : n= 2136 Quitters : n=231

Comparison between Users & Quitters

Among both men and women, approximately 45-50% 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?



Figures are in %

Base : Random Sample, Current Users of tobacco products Men : n= 1550 Women : n=586, Quitters Men : n = 145 Women : n=85

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