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Global State of Smoking Poll | 2019

The Foundation for a Smoke-Free World conducted a global poll in 7 countries to gain a clearer understanding of the current landscape of habits and perceptions regarding tobacco and tobacco harm reduction products among adults from different cultural, socio-economic, and tobacco-regulatory backgrounds

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Objective:

Assess habits and perceptions regarding nicotine usage among adults, including:

- Usage of various tobacco products and alternative nicotine delivery systems (ANDS).
- Experiences and challenges smokers face.
- Beliefs about the harmfulness and addictiveness of different products.

[Click here for quantitative reports](#)

[Click here for qualitative reports](#)

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Research Design (Quantitative)

Interview Method:

- Online Interviews: Norway, Japan, UK & USA
- F2F Interviews: Greece, India & South Africa

Target Group:

- Gender: Male/Female
- Age: All countries except Japan: 18-69 years, For Japan: 20-69 years
- Current users of tobacco products/ vapers/ smokers and quitters who quit tobacco in last 5 years

[Click here to read complete Methodology statement](#)

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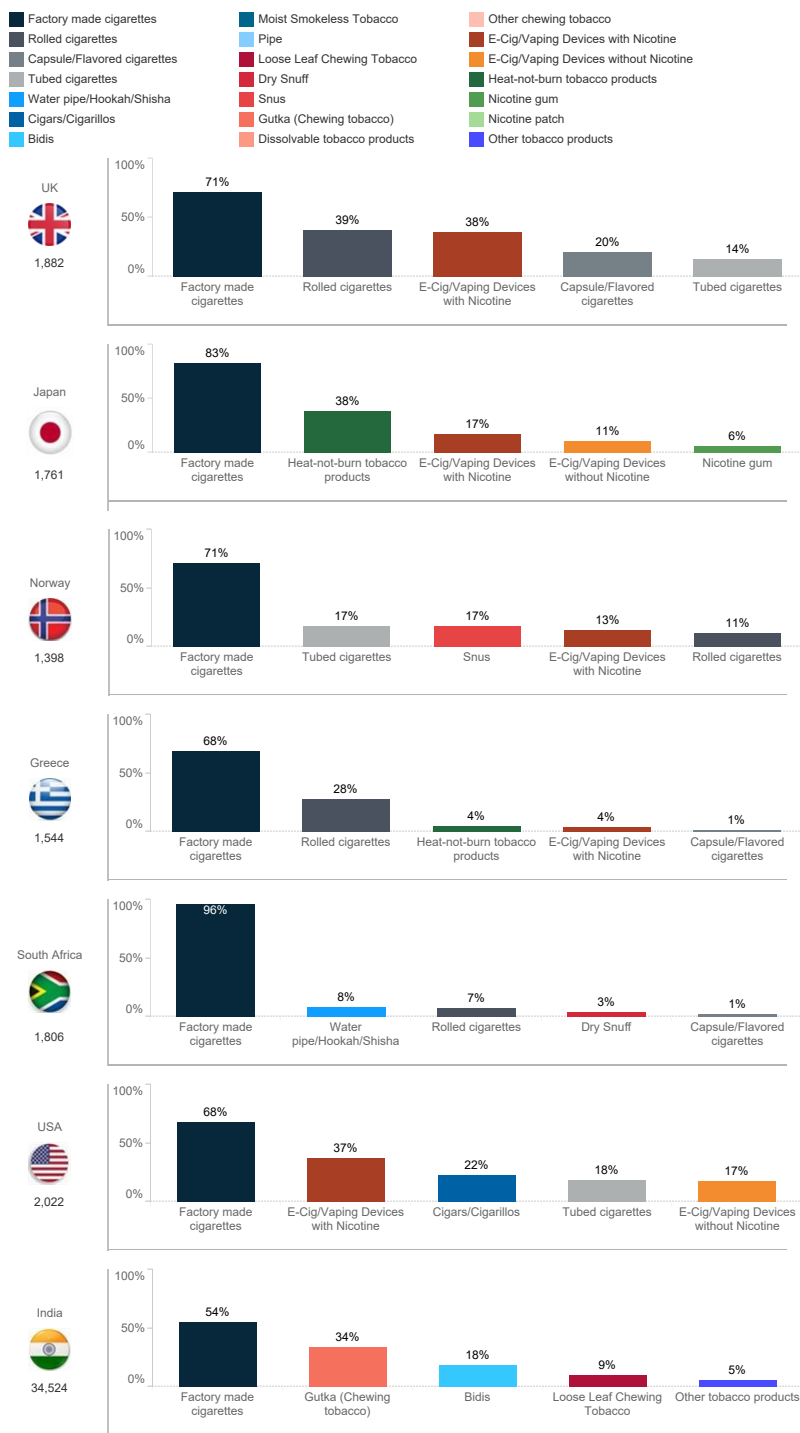
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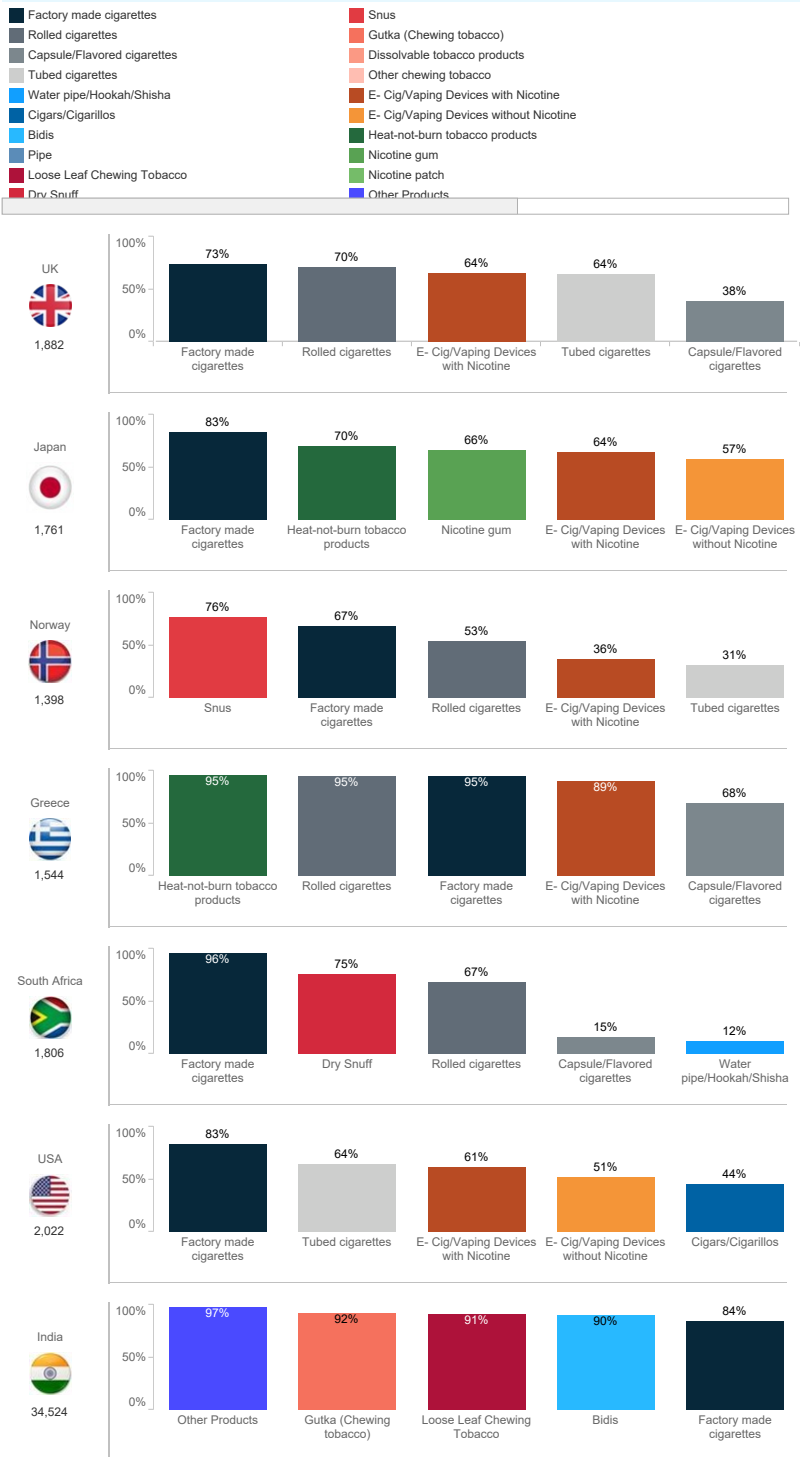
Demographics: All

Current Usage of Products

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



C3. Please select the option that best describes how often do you consume 'Specified Product'? (Percentage of daily consumers of a product)



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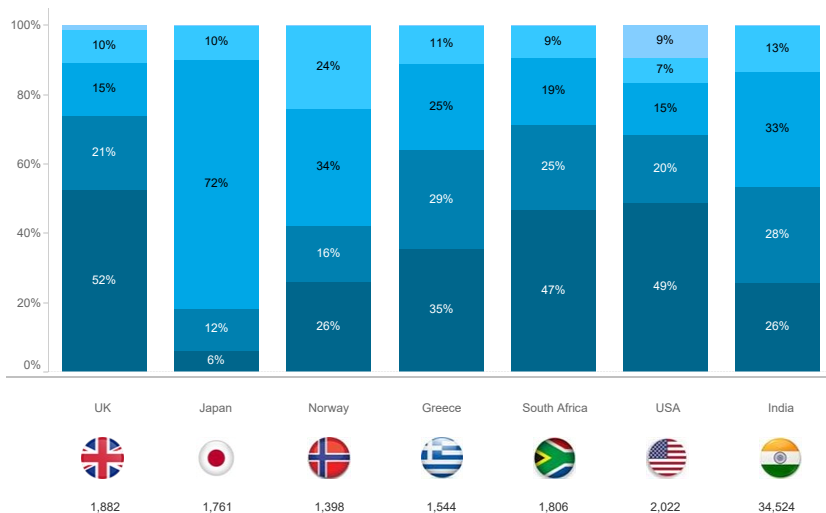
Impact of a Price Increase

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Age Started Smoking Factory-made Cigarettes

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

Less than 18 yrs 18-19 yrs 20-24 yrs 25 yrs and above Prefer not to say



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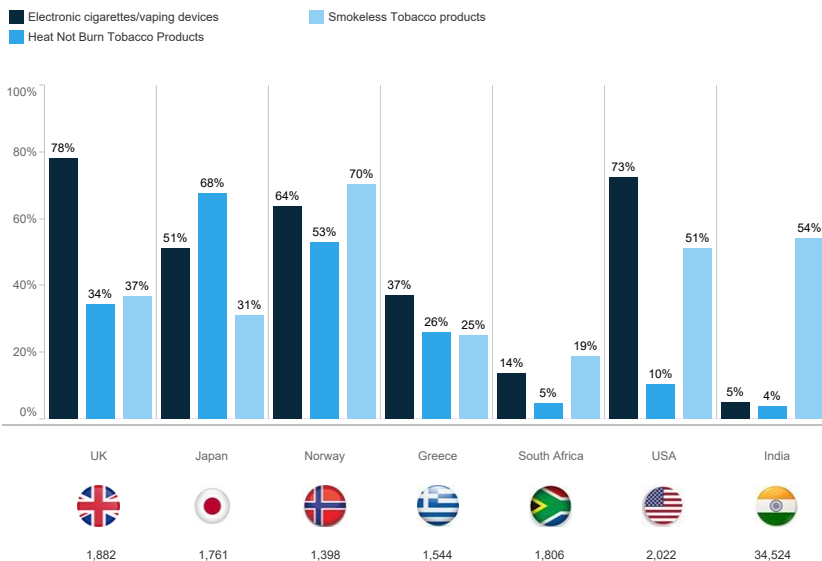
Impact of a Price Increase

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Demographics: All

Usage and familiarity of E-Cig, Heat-not-Burn and Smokeless Tobacco Products

C2. How familiar are you with the following products ..(asked only to the non-users of the products) (% - Currently using/Know it well/Know a fair amount)



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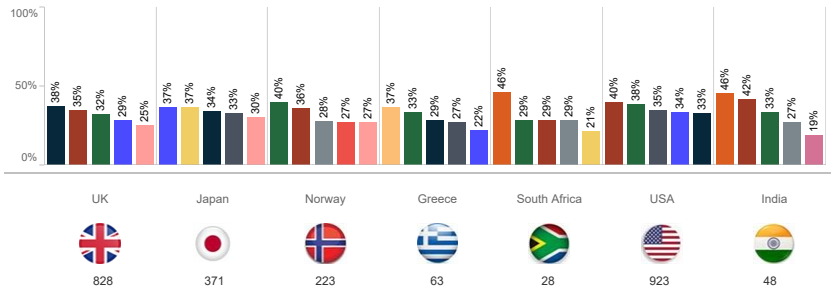
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Demographics: All

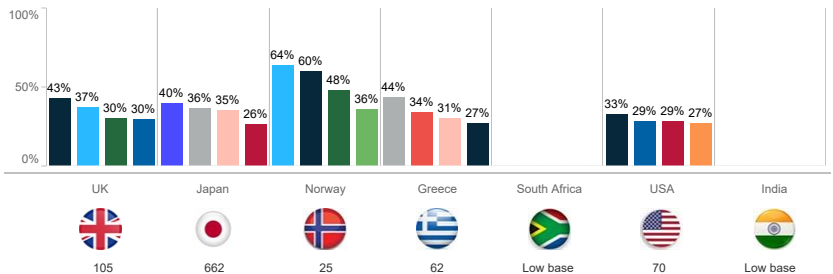
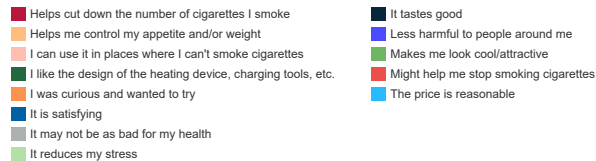
Reasons for Starting to Use E-Cigarettes

C9. Which of the following are reasons that you switched to/ started using E-Cigarettes?



Note: Top 5 reasons are mentioned for each country.

C9.5. Which of the following are reasons that you switched to/ started using Heat-not-burn products?



Note: Top 4 reasons are mentioned for each country.

*Data with a base below 20 is not shown.

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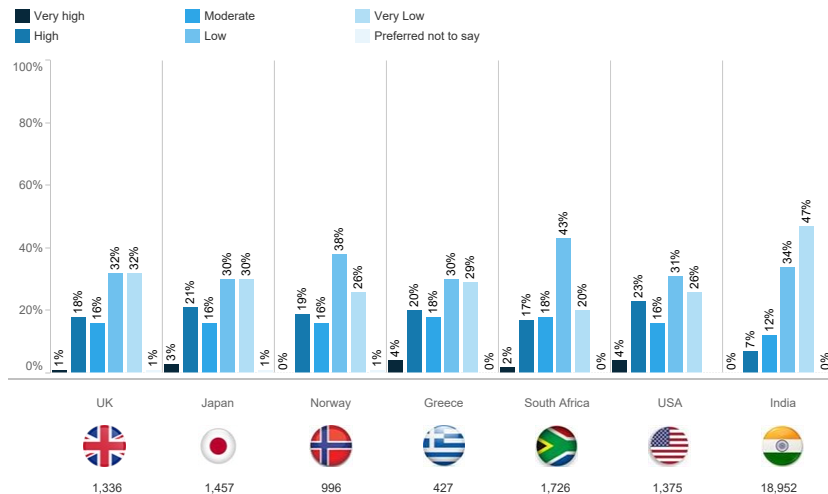
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Demographics: All

Nicotine Dependency : Factory made Cigarettes

Nicotine Dependency : Factory made Cigarettes



Note: Results are based on the Fagerstrom index.

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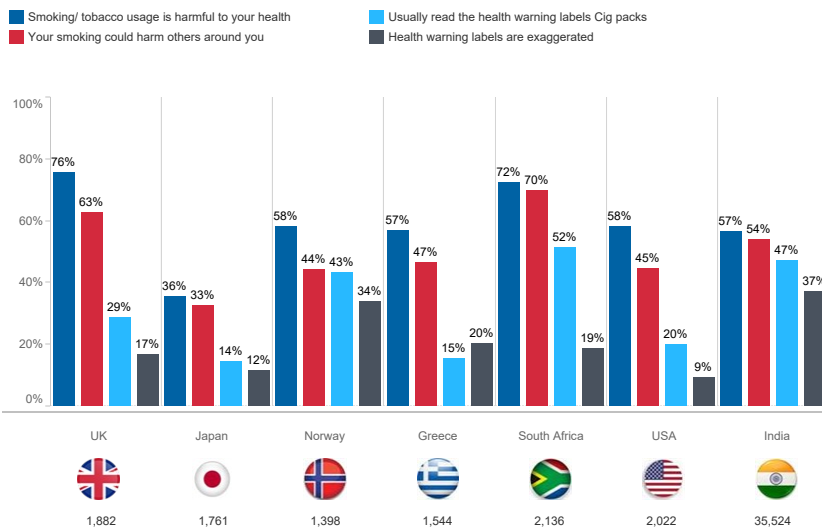
Impact of a Price Increase

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Demographics: All

Beliefs and Perceptions about Smoking - Current Users

B1. Please rate to what extent do you agree with the following statements? (Percentage of respondents who answered "Totally Agree")



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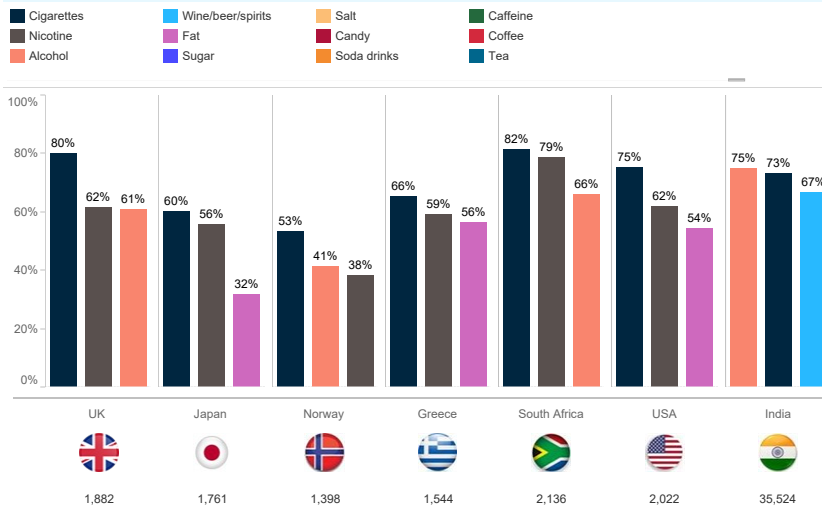
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Demographics: All

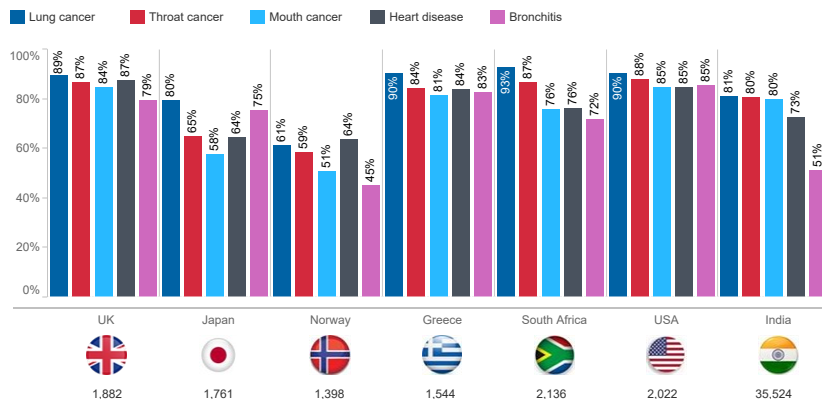
Comparison of Risk Perceptions of Various Products

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 %)



* Top 3 Box %: Those who coded 8, 9 or 10 on a 10 point scale (1 being "Will not be harmful to your health" and 10 being "Will be harmful to ..")

B2. Based on what you know or believe, do you think smoking tobacco causes...(Percentage of participants who answered "Yes")



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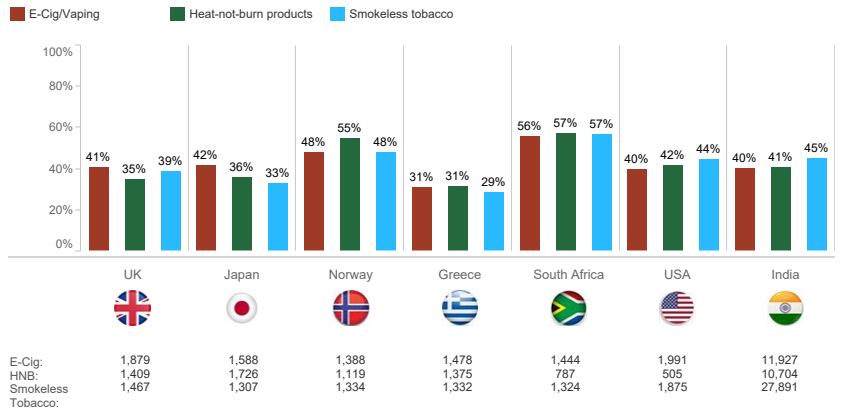
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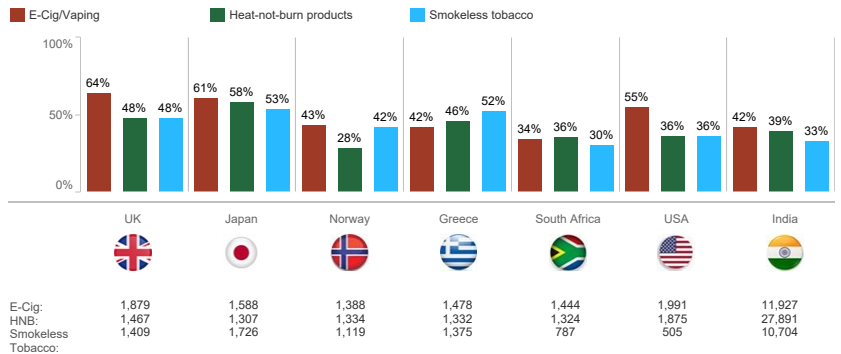
Comparison of Beliefs and Perceptions Regarding E-cigs, HnB and Smokeless Tobacco

B4/8.5/10.2. How worried are you that using this product will damage your health in the future? (Percentage of respondents who answered "Very Worried/Moderately Worried")



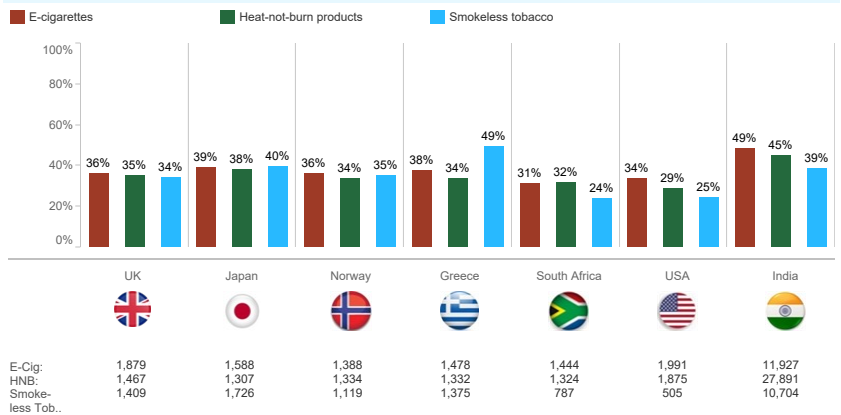
Note: Respondents are those who reported awareness of each respective product.

B7/B10/B10.7. Compared to smoking tobacco, would you say that this product is...? (Percentage of respondents who answered "Much less harmful/Less harmful")



Note: Respondents are those who reported awareness of each respective product.

B8/10.1/10.9. Compared to smoking tobacco, would you say using this product is...? (Percentage of respondents who answered "Much less addictive/Somewhat less addictive")



Note: Respondents are those who reported awareness of each respective product.

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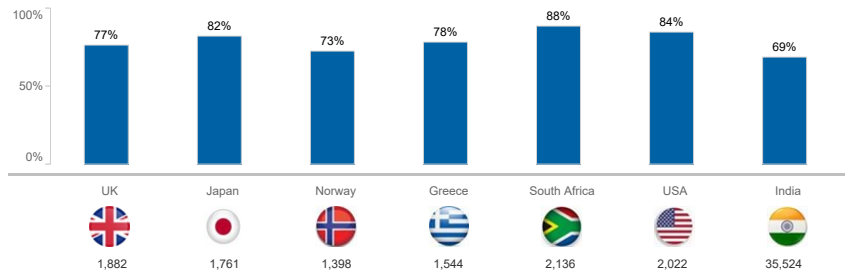
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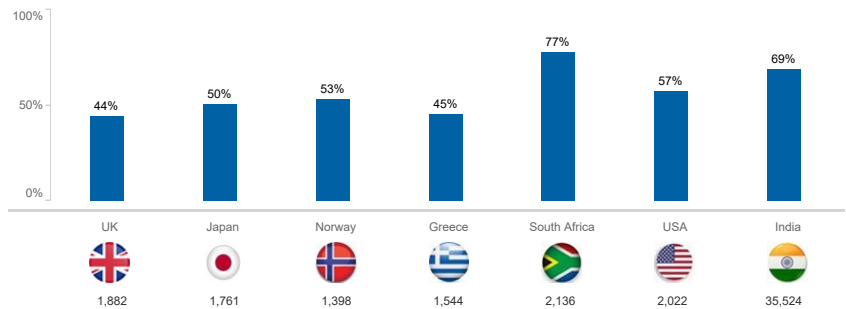
Demographics: All

Risk Perception of Nicotine - Current Users

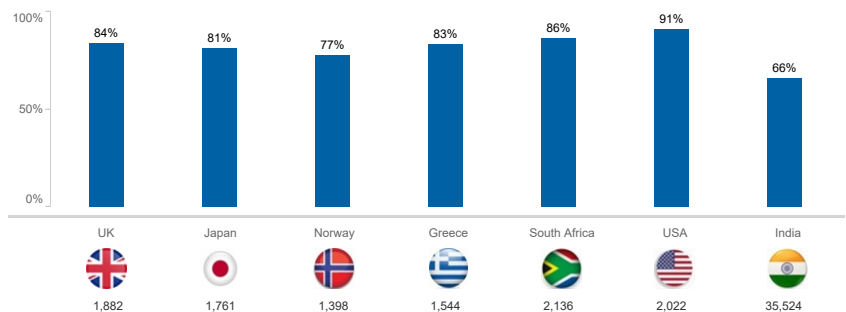
B11. Do you believe nicotine is harmful? (Percentage of respondents who answered "Yes")



B11.5. Do you think that tobacco-related cancer is primarily caused by nicotine? (Percentage of respondents who answered "Yes")










B13. Do you think that nicotine is addictive or just habit forming like caffeine? (Percentage of respondents who answered "Yes")










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Profile Comparison: Current Users vs. Quitters

Profile of current users and quitters by Gender, Age

	Current Users	Quitters	Current Users	Quitters	Current Users	Quitters	Current Users	Quitters	Current Users	Quitters	Current Users	Quitters	Current Users	Quitters
Female	53%	60%	33%	31%	48%	40%	54%	48%	41%	40%	27%	37%	12%	29%
Male	47%	40%	67%	69%	52%	60%	46%	53%	59%	60%	73%	63%	88%	71%
18-24yrs	13%	16%	3%	3%	20%	32%	11%	16%	14%	7%	18%	15%	22%	13%
25-35yrs	31%	30%	15%	8%	28%	22%	32%	29%	20%	16%	33%	29%	37%	27%
36-50yrs	30%	31%	37%	32%	27%	18%	32%	28%	32%	27%	30%	33%	27%	29%
51-69yrs	26%	23%	45%	57%	25%	27%	26%	27%	34%	50%	19%	23%	14%	32%
Base	1,882	367	1,761	466	1,398	301	2,022	280	1,544	271	2,136	230	35,524	6,147
	UK		Japan		Norway		USA		Greece		South Africa		India	
														

Profile of current users and quitters by Area

	Current Users	Quitters	Current Users	Quitters	Current Users	Quitters	Current Users	Quitters		Current Users	Quitters	Current Users	Quitters	Current Users	Quitters
Rural	11%	14%	2%	3%	12%	8%	18%	15%	Rural	18%	21%	0%		24%	23%
Small Town	20%	19%	35%	41%	25%	27%	31%	30%	Urban	82%	79%	100%	100%	76%	77%
Large Town	69%	66%	61%	54%	63%	65%	51%	53%							
Base	1,882	367	1,761	466	1,398	301	2,022	280	Base	1,544	271	2,136	230	35,524	6,147
	UK		Japan		Norway		USA		Greece		South Africa		India		
															

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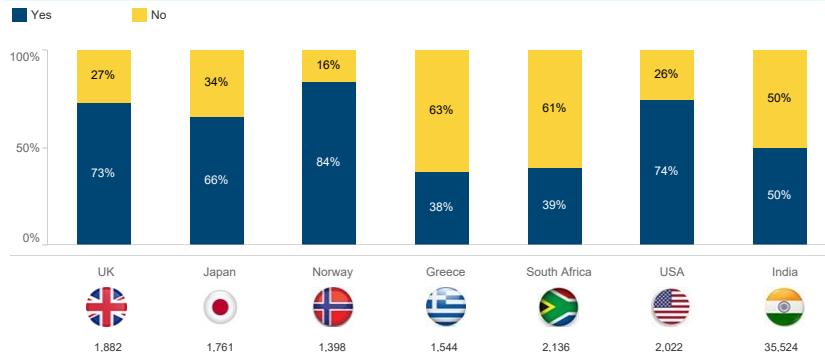
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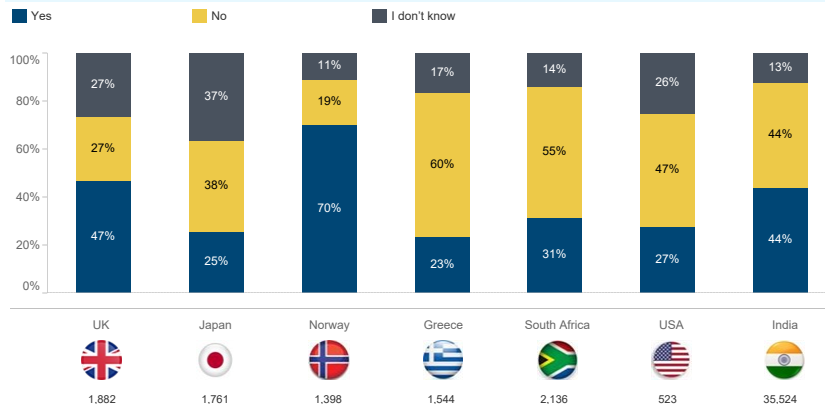
Demographics: All

Quit Attempts: Current Users

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?



B16. Are you planning to quit smoking/ using tobacco products?



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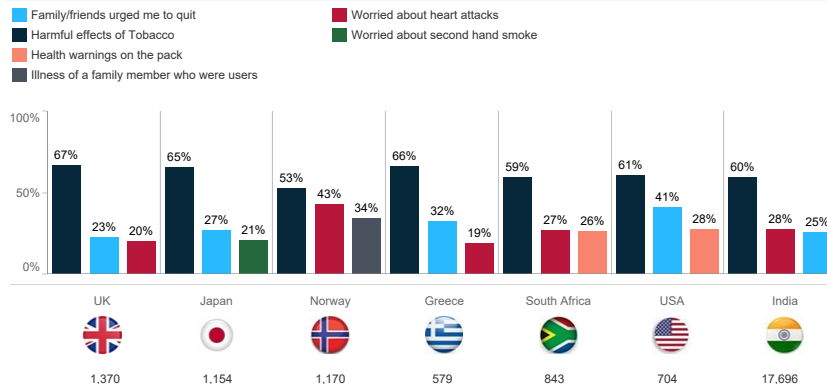
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Demographics: All

Reasons for Attempting to Quit- Current Users

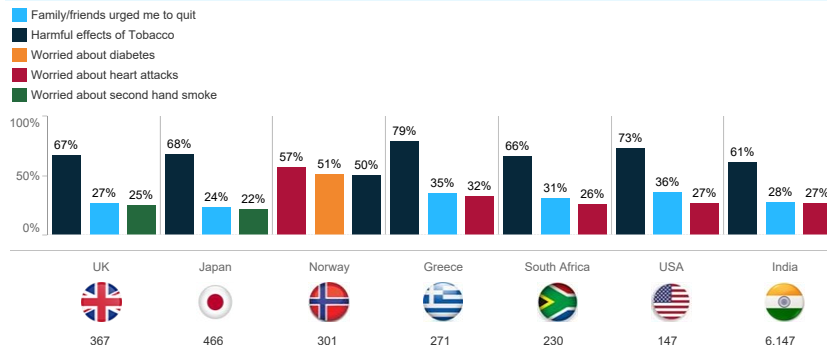
B14.5 What were the reasons behind your decision to attempt to quit smoking quitting Tobacco consumption?



Note: Top 3 reasons are mentioned for each country

Reasons for Quitting: Quitters

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



Note: Top 3 reasons are mentioned for each country

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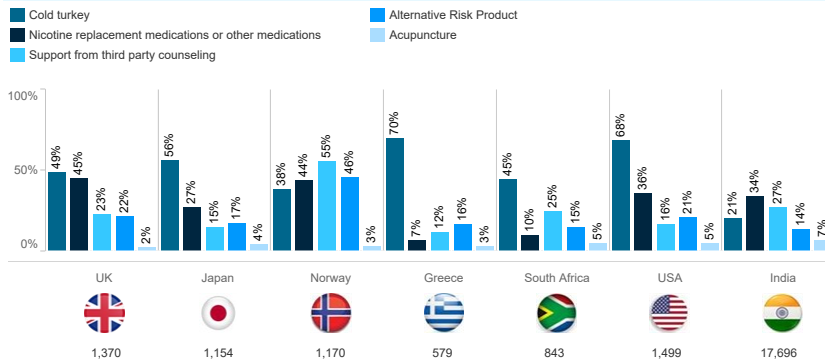
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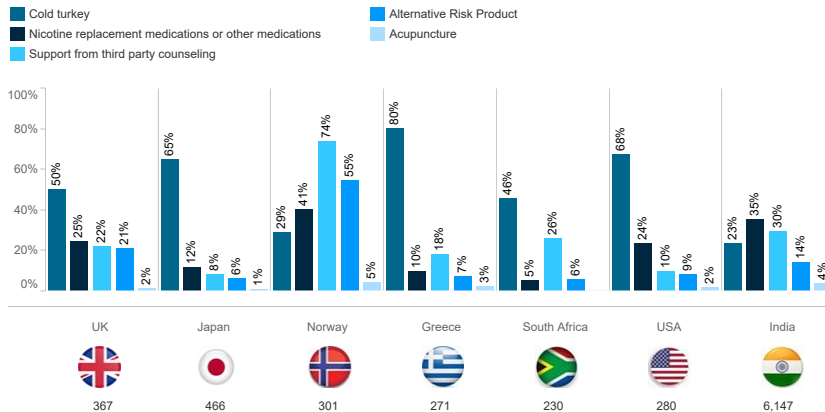
Methods of Quitting: Current Users

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



Methods of Quitting: Quitters

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



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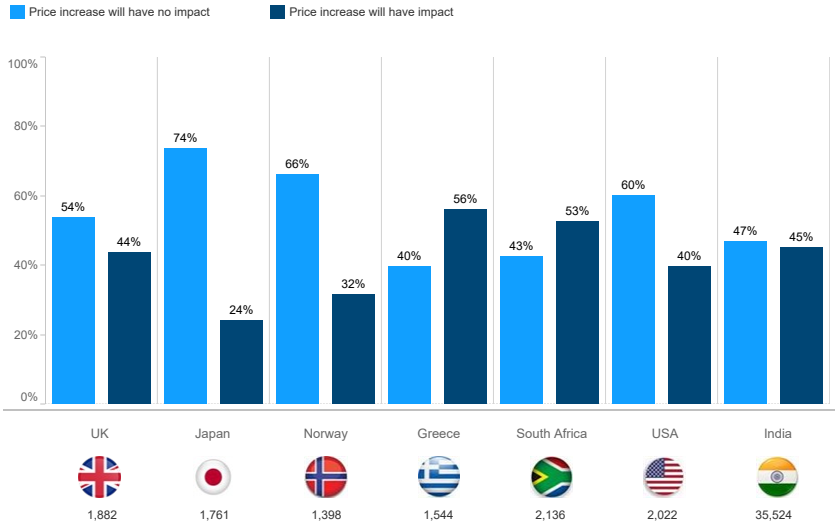
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Impact of Price Increase

B17.5. Would an increase in the price of the Tobacco product you are using impact you in any way?



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Impediments to Tobacco Cessation: Current Users

B15.5 What has been hindering you from attempting to quit Tobacco consumption?

