

IRI SOLUTIONS & INNOVATIONS

Vaping Quick Poll:
ATTITUDES TOWARDS VAPING

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OBJECTIVES

Conduct a short poll among vapers in New Zealand to provide local data. Specifically, to :

1. Understand the role vaping has played assisting New Zealanders quit or reduce smoking
2. Attitudes around World Health Organisation and their stance on vaping

BACKGROUND

New Zealand is one of only a handful of countries with legislation that supports the use of vaping to help smokers quit, while the World Health Organisation has repeatedly opposed vapes. This year, New Zealand will have the opportunity to talk about its experience with vaping on the world stage. We'd like to ask you some questions about what New Zealand should do and the position it should take.

QUESTIONS:

1. *Has vaping helped you to quit or reduce smoking cigarettes?*
2. *Do you believe smokers should be supported to use vaping to quit smoking?*
3. *Do you believe the World Health Organization (WHO) should be able to demand countries ban vaping?*
4. *Do you think New Zealand should promote its approach of using vaping to help smokers quit on the world stage?*
5. *Should New Zealand oppose the WHO's recommendation that all countries ban vaping?*



METHODOLOGY

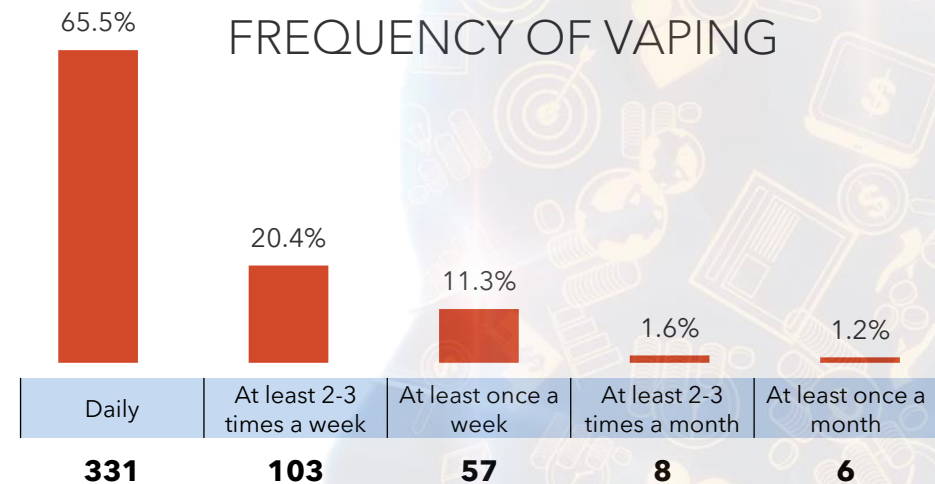
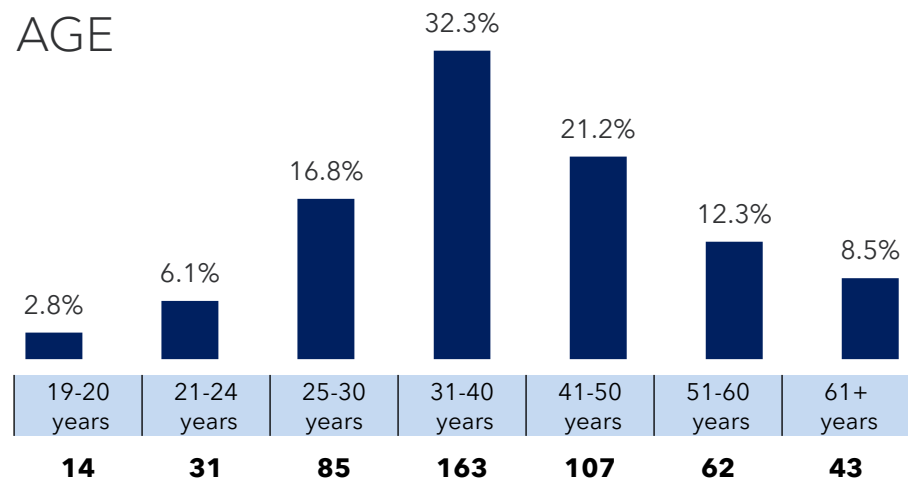
Methodology:	An Online Survey
Sample:	N=505 completes among those 19 years and over who vape at least once a month.
Affiliation Industries:	Excludes those associated with Journalism/TV/Radio Reporting, Public Service, Market Research, Sales/Manufacturer of tobacco products
Deliverables	Powerpoint with charts and tables Excel spreadsheet

The questionnaire is very good. People must smoke less, which is beneficial to their physical and mental health

Nicotine is still addictive but it is an easier way to cut back on amount consumed slowly without patches or gum.
Good survey.



THE SAMPLE



57.8%

of respondents have also smoked a cigarette or used tobacco in the past 30 days

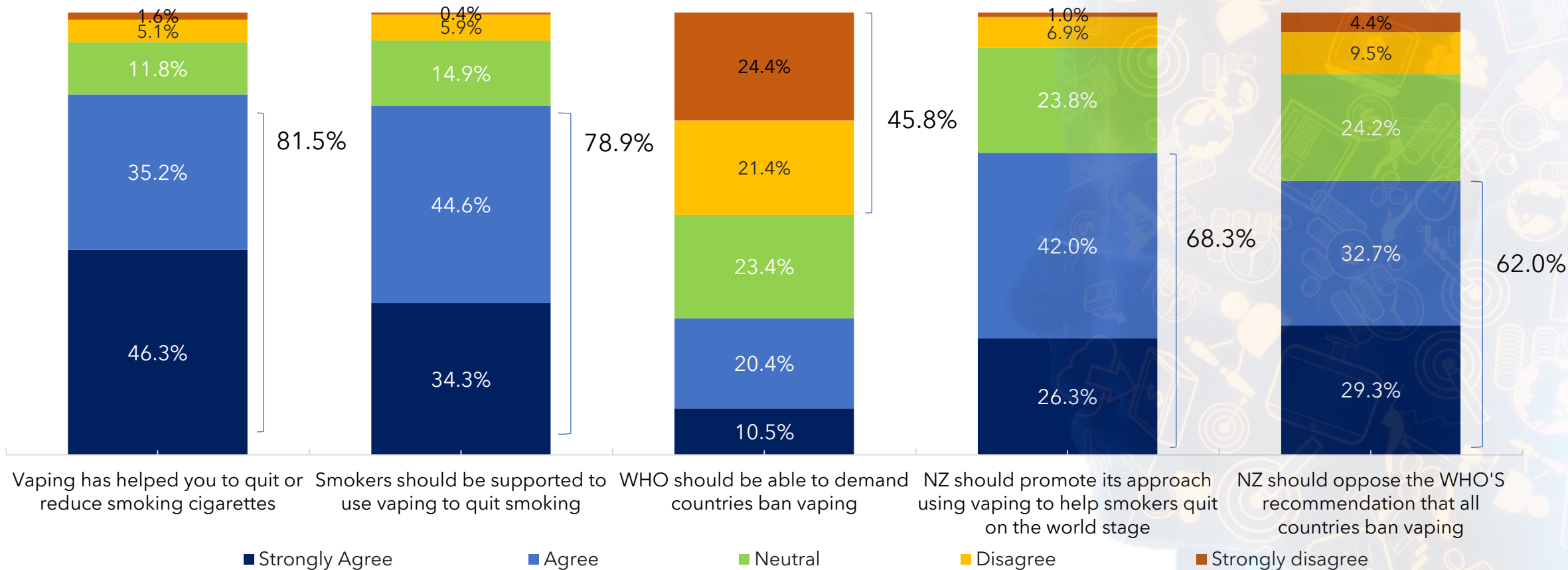
And 2.6% of respondents have never smoked at all



RESULTS

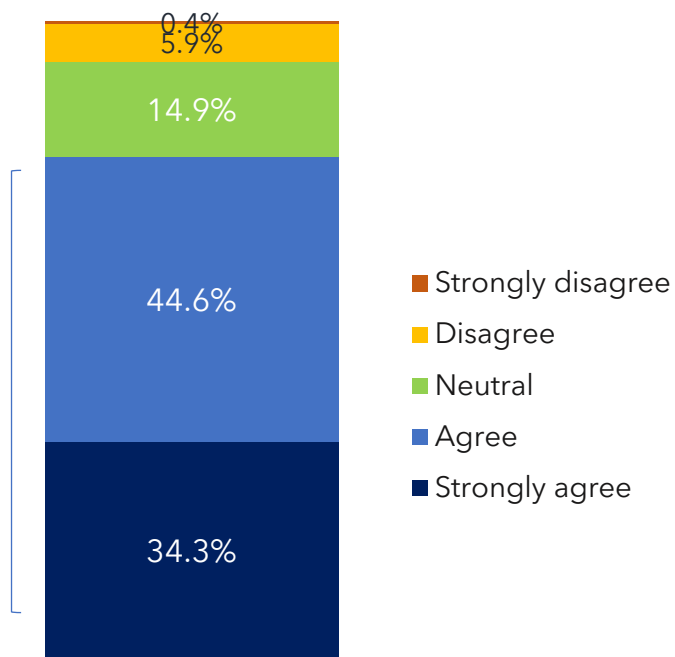


ALL ATTITUDES AT A GLANCE



78.9% AGREE THAT SMOKERS SHOULD BE SUPPORTED TO USE VAPING TO QUIT SMOKING

Smokers should be supported to use vaping to quit smoking



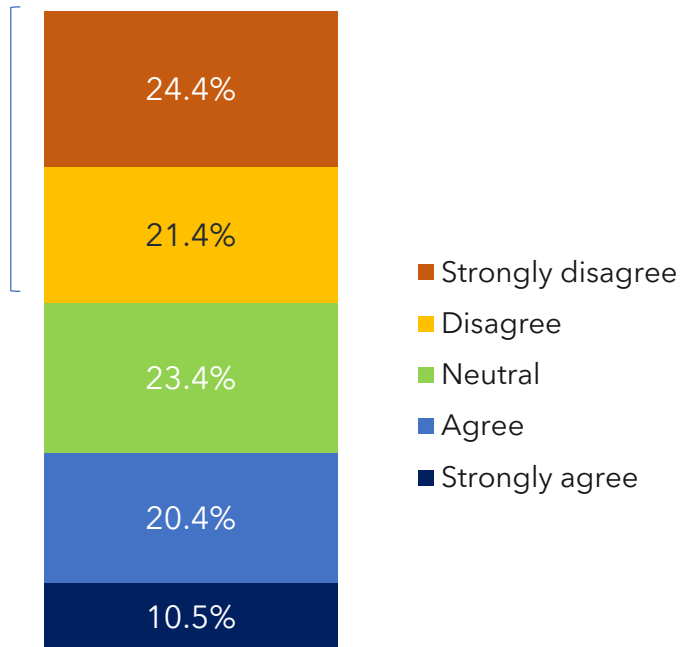
I started vaping and quit smoking immediately..! I haven't had a cigarette since and I used to smoke tailor made and roll your own since I was a teenager. I'm now fifty-five... Without vaping I don't think I would have been able to stop as I had already tried patches and gum. I've only been vaping a few months but I have already gone down twice in Mg's of Nicotine, which is amazing and I'm so happy :-)

I have successfully given up smoking tobacco and am currently reducing my nicotine intake through vaping. Therefore eventually giving up any kind of smoking. Admittedly vaping is not great but I would have really struggled to give up tobacco had it not been for vaping. The end justifies the means and the effects of tobacco smoking puts a huge strain on our health system. I know of smokers smoking 40+ cigarettes per day that have starting vaping. I know for a fact that if vaping was banned they would return to tobacco.
No brainer.

Vaping helped me quit and helped my partner significantly decrease smoking. Everyone I know that used to be a smoker has taken up vaping and now prefer it over a cigarette. Vaping is better for the environment and an healthier alternative

45.8% DISAGREE WHO SHOULD BE ABLE TO DEMAND COUNTRIES BAN VAPING

The World Health Organization (WHO) should be able to demand countries ban vaping



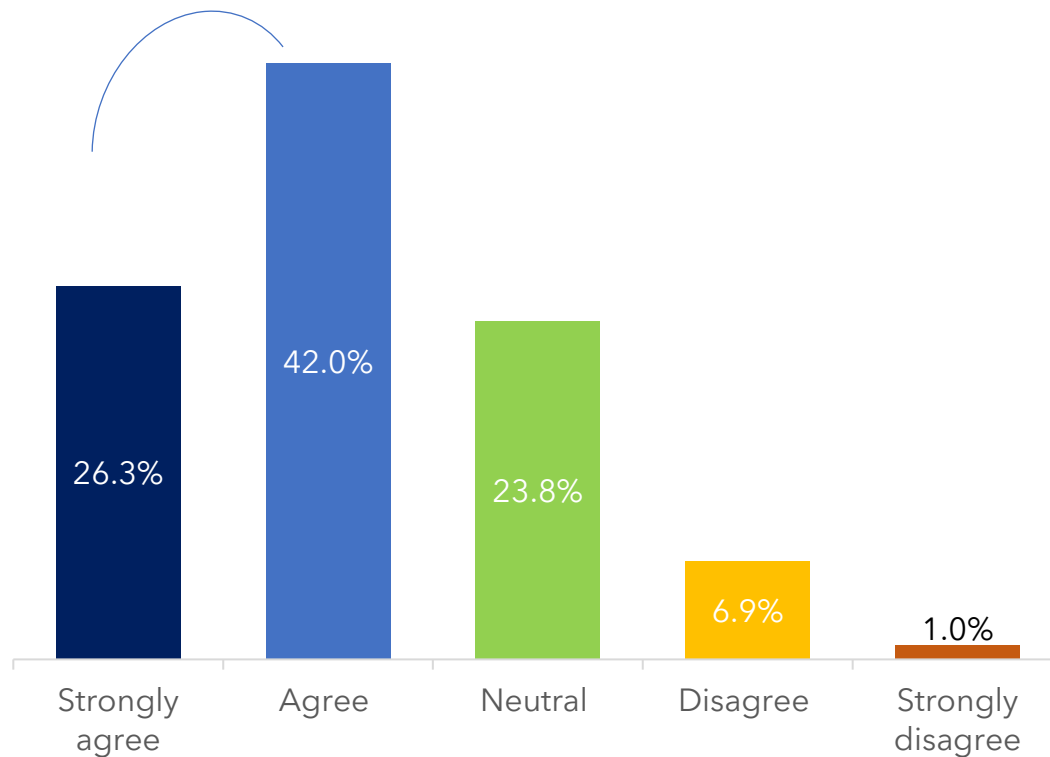
I had no idea WHO were trying to ban vaping

WHO and government should stick to their core business. Once they can run that to a degree of professionalism then maybe look at areas such as smoking. Tax on smoking provides far more income for government in New Zealand than the cost of smoker hospital care.

The WHO is against vaping?

68.3% AGREE NZ SHOULD PROMOTE ITS APPROACH OF USING VAPING TO HELP SMOKERS QUIT ON THE WORLD STAGE

New Zealand should promote its approach of using vaping to help smokers quit on the world stage



62% AGREE NZ SHOULD OPPOSE THE WHO'S RECOMMENDATION THAT ALL COUNTRIES BAN VAPING

New Zealand should oppose the WHO's recommendation that all countries ban vaping



The concerns of vaping versus smoking is very clear. Vaping is cheaper, healthier and has lesser health effects than smoking meaning lesser strain on the medical system. Is it preferable to not vape? Yes. However being amongst vehicle exhaust poses similar risk to vaping Should we exclude vaping to the older generation or those quitting smoking? Yes. But people need body autonomy. Banning vaping especially when cigarettes are so expensive here, would likely cause Civil unrest or increased crime as seen when the prices increased substantially. Given all of these ideas, banning seems like a very very stupid thing to do.

TABLES



AGE TABLES

	Total	19-30	31-40	41-50	51+
Total	505	130	163	107	105
Smoked cigarettes or tobacco in past 30 days	292 57.8%	65 50.0%	117 71.8%	53 49.5%	57 54.3%
Daily vaping	331 65.5%	70 53.8%	111 68.1%	71 66.4%	79 75.2%
Strongly Agree/Agree Combined					
Vaping has helped you to quit or reduce smoking cigarettes	401 81.5%	91 75.8%	133 82.1%	87 82.9%	90 85.7%
Smokers should be supported to use vaping to quit smoking	398 78.8%	94 72.3%	126 77.3%	89 83.2%	89 84.8%
The World Health Organization (WHO) should be able to demand countries ban vaping	156 30.9%	47 36.2%	67 41.1%	33 30.8%	9 8.6%
New Zealand should promote its approach of using vaping to help smokers quit on the world stage	345 68.3%	85 65.4%	105 64.4%	76 71.0%	79 75.2%
New Zealand should oppose the WHO's recommendation that all countries ban vaping	313 62.0%	71 54.6%	95 58.3%	70 65.4%	77 73.3%

VAPING FREQUENCY TABLES

VAPING FREQUENCY	Total	Daily	At least 2-3 times a week	At least once a month
Total	505	331	103	71
Smoked cigarettes or tobacco in the past 30 days	292	185	65	42
	57.8%	55.9%	63.1%	59.2%
Strongly Agree/Agree responses				
Vaping has helped you to quit or reduce smoking cigarettes	401	276	80	45
	81.5%	84.9%	78.4%	69.2%
Smokers should be supported to use vaping to quit smoking	398	265	78	55
	78.8%	80.1%	75.7%	77.5%
The World Health Organization (WHO) should be able to demand countries ban vaping	156	83	47	26
	30.9%	25.1%	45.6%	36.6%
New Zealand should promote its approach of using vaping to help smokers quit on the world stage	345	226	72	47
	68.3%	68.3%	69.9%	66.2%
New Zealand should oppose the WHO's recommendation that all countries ban vaping	313	223	59	31
	62.0%	67.4%	57.3%	43.7%



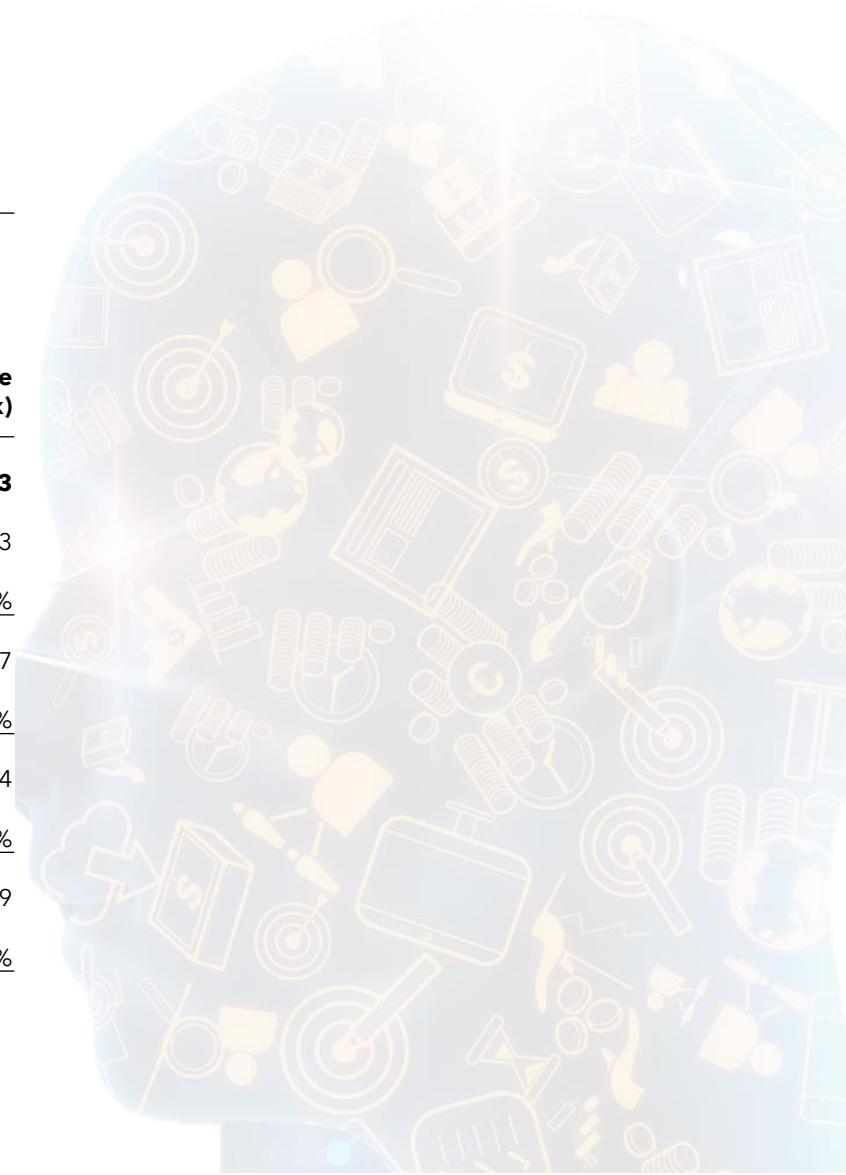
VAPING FREQUENCY TABLES

VAPING HAS HELPED YOU TO QUIT OR REDUCE SMOKING CIGARETTES

	Total	Agree (Top 2 Box)	Neutral	Disagree (Bottom 2 Box)
Total	505	401	58*	33*
Smoked cigarettes or tobacco in the past 30 days	292	230	37	25
	57.8%	57.4%	63.8%	75.8%
Vaped or used an e-cigarette in past 30 days	505	401	58	33
	100.0%	100.0%	100.0%	100.0%
Strongly Agree/Agree responses				
Smokers should be supported to use vaping to quit smoking	398	345	29	12
	78.8%	86.0%	50.0%	36.4%
The World Health Organization (WHO) should be able to demand countries ban vaping	156	125	17	11
	30.9%	31.2%	29.3%	33.3%
New Zealand should promote its approach of using vaping to help smokers quit on the world stage	345	301	26	11
	68.3%	75.1%	44.8%	33.3%
New Zealand should oppose the WHO's recommendation that all countries ban vaping	313	275	17	15
	62.0%	68.6%	29.3%	45.5%

VAPING FREQUENCY & ATTITUDE BY AGE

	VAPING FREQUENCY				VAPING HAS HELPED YOU TO QUIT OF REDUCE SMOKING CIGARETTES		
	Total	Daily	At least 2-3 times a week	At least once a month	Agree (Top 2 Box)	Neutral	Disagree (Bottom 2 Box)
19-30	505	331	103	71	401	58	33
	130	70	38	22	91	16	13
	25.7%	21.1%	36.9%	31.0%	22.7%	27.6%	39.4%
31-40	163	111	35	17	133	22	7
	32.3%	33.5%	34.0%	23.9%	33.2%	37.9%	21.2%
41-50	107	71	20	16	87	14	4
	21.2%	21.5%	19.4%	22.5%	21.7%	24.1%	12.1%
51+	105	79	10	16	90	6	9
	20.8%	23.9%	9.7%	22.5%	22.4%	10.3%	27.3%



DISAGREE/STRONGLY DISAGREE		AGE GROUPINGS				VAPING FREQUENCY			VAPING HAS HELPED YOU TO QUIT OF REDUCE SMOKING CIGARETTES		
		19-30	31-40 years	41-50 years	51+	Daily	At least 2-3 times a week	At least once a month	Agree (Top 2 Box)	Neutral	Disagree (Bottom 2 Box)
Total	505	130	163	107	105	331	103	71	401	58	13
The World Health Organization (WHO) should be able to demand countries ban vaping	231	47	52	59	73	181	27	23	191	18	16
	45.7%	36.2%	31.9%	55.1%	69.5%	54.7%	26.2%	32.4%	47.6%	31.0%	48.5%



CONTACTS

Thank you



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