



- CONSUMER CHOICE

- RATIONAL DEBATE

- SENSIBLE REGULATION

**Honourable Chairman, Members of the Panel,**

Congratulations on choosing to seek more information on this important topic. On behalf of Hong Kong consumers I thank you for the opportunity to present our views.

factasia is an independent, not-for-profit, consumer advocacy promoting rational debate and sensible regulation of the rights of adults throughout Asia to choose nicotine related products. We do not promote nicotine, and we oppose all under-age use of any product containing nicotine.

This is all about “**harm reduction**”. How can we all reduce the harm done to smokers and many millions of non-smokers who are exposed to the smoke of conventional tobacco products? Specifically, we are talking about adult consumers and voters who choose to use nicotine.

There cannot be a smoker left anywhere who does not know the risks inherent in smoking, but still half a billion Asians, including 650,000 adults in Hong Kong, choose to do so. Many smokers find it difficult to quit, or enjoy their nicotine and don't want to give up.

We agree with the tobacco control experts who say providing less harmful alternatives to cigarettes should be part of government strategies. E-cigarettes are one such alternative.

Globally, experts in 'harm reduction' regard “e-cigarettes” containing nicotine as a valuable tool to reduce death and disease associated with smoking. The support for e-cigarettes **from the anti-smoking experts** has become dramatic: one leading medical expert in the UK calls them “at least 95 percent safer than smoking”, an opinion that has been rigorously scientifically proven, peer-reviewed, accepted, shared and endorsed by leading scientists, health professionals, researchers and regulators worldwide.

So why ban something that

- the experts want legalised and is now legal in Europe and the US as a result of their data?
- gives smokers a path **away** from smoking?
- is proven in medical research **not** to be a gateway for non-smokers to start taking nicotine?

factasia's latest independent opinion poll results released last September 16, 2018, show that 65 percent of Hong Kong's smokers “would consider switching to e-cigarettes” as a safer alternative if they were legal here.

Smokers themselves have been asking for years for ATPs to be legalised – with appropriate regulation such as age-of-sale controls. But now the general public, including non-smokers, is saying Government should not continue to deny the benefits to public health of allowing non-

combustible alternatives such as heat-not-burn (HnB) and e-cigarettes (vaping).

Key points from the 2018 IPSOS survey commissioned by factasia.org:

- two-thirds of all adults (65%) throughout the SAR agree that “through tax and regulatory policies, the Government should encourage adult smokers to switch to less harmful alternatives to cigarettes and ensure they are not used by youth”
- six out of ten current cigarette users (58%) say “it would be wrong for the Government to prevent or delay the introduction of less harmful alternatives to cigarettes”
- smokers and non-smokers (60%) agree that “if a new product is scientifically proven to have the potential to reduce the risk of smoking as compared to conventional cigarettes, adult smokers should have the right to access this information”

The new poll was taken as the public consultation exercise for the 2018 Policy Address was coming to a close and just ahead of a global conference on tobacco harm reduction at which even the World Health Organization softened its stance against ATPs in the face of overwhelming evidence that such products are improving public health by helping smokers to quit.

Certain sectors of the community such as the Council on Smoking and Health have downplayed a large body of international research conducted in Europe, Japan, the UK and Canada on ATPs. These are also among the many countries that now allow sale and use of appropriately regulated ATPs.

factasia’s previous poll in 2015, showed that 66 percent of Hong Kong’s smokers wanted to be able to choose. The new results show they still do, and that most non-smokers agree with them, despite the misinformation put out by some authorities here and abroad.

factasia’s research backs up its talks with local smokers – they want more information on e-cigarettes and they want them legalised. They see e-cigarettes as a positive alternative to smoking. And three-quarters of them say the government should encourage smokers to switch, and that it would be wrong to delay or prevent the availability to adults of e-cigarettes.

So the Council has a rare opportunity to act for the good of its citizens **and** please consumers and voters.

factasia recommends the Council should give them the choice to reduce death and disease in five steps:

1. Accept the body of evidence from the anti-smoking and harm reduction experts. Restricting adult access to safer products is unethical and counter-productive in the battle to eliminate the death and disease associated with smoking.
2. Legalise e-cigarette use in Hong Kong among adults, as has been legislated in countries such as the UK and in the EU where E-cig and other non-combustible alternatives are understood by Public Health authorities to be much less harmful alternatives for smokers and eliminate passive smoking concerns to non-smokers.
3. Regulate for product quality and manufacturing standards like any other consumer product, and tax rationally – no-one is suggesting e-cigarettes should be tax-exempt.
4. Under age use of vaping devices can and should be prohibited, it has always been within the power of the government to enact specific legislation in this regard. However, adult smokers should not be disadvantaged by regulations aimed at preventing youth uptake and a full range of products should be made available to adult smokers seeking to transition to less harmful alternatives to smoking.
5. In line with international best-practices policy development, the Hong Kong Government should ensure that appropriate public consultation and a regulatory impact assessment be undertaken before any legislation is amended.

The Government has a chance to become a clear leader in Asia in progressive public health policy and in harm reduction in this vital sector. It's what consumers want, and it's good for them too.



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### Appendix 1

Link to full factasia/IPSOS 2018 survey – Adult Smokers only

[https://www.factasia.org/wp-content/uploads/pdf\\_files/hong-kong-rrp-survey-2018-main+booster-adult-smokers.pdf](https://www.factasia.org/wp-content/uploads/pdf_files/hong-kong-rrp-survey-2018-main+booster-adult-smokers.pdf)

### Appendix 2

Link to full factasia/IPSOS 2018 survey – Adult smokers and non-smokers

[https://www.factasia.org/wp-content/uploads/pdf\\_files/hong-kong-rrp-survey-2018-main-adult.pdf](https://www.factasia.org/wp-content/uploads/pdf_files/hong-kong-rrp-survey-2018-main-adult.pdf)

**Appendix 3**

**HONG KONG RRP SURVEY: 2018 ADULT SMOKERS ONLY**

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**KEY SPECIFICATIONS**

**AUDIENCE:** LEGAL AGE, GENERAL POPULATION ADULTS

**SAMPLE SIZE:** Main+Booster Adult Smokers (n=437)

**METHOD:** ONLINE

**RESEARCH SUPPLIER:** IPSOS

**COMMISSIONING ORGANIZATION:** factasia.org

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S1. First, how old are you?

|     |             |                    |
|-----|-------------|--------------------|
| 0%  | Under 18    | <b>(TERMINATE)</b> |
| 7%  | 18-24       |                    |
| 12% | 25-29       |                    |
| 15% | 30-34       |                    |
| 9%  | 35-39       |                    |
| 13% | 40-44       |                    |
| 9%  | 45-49       |                    |
| 18% | 50-54       |                    |
| 12% | 55-59       |                    |
| 6%  | 60-64       |                    |
| 0%  | 65 or older |                    |

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S2. Next, what is your gender?

|     |        |
|-----|--------|
| 79% | Male   |
| 21% | Female |

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Are you – or is any member of your immediate family – currently employed with/as:

- 1 Yes
- 2 No

**(RANDOMIZE)**

|  | <u>% YES</u> | <u>%No</u> |
|--|--------------|------------|
| S3. An advertising or public relations agency    | 0%           | 100%       |
| S4. A newspaper, radio, or television station    | 0%           | 100%       |
| S5. A market research or opinion research firm   | 0%           | 100%       |
| S6. An elected official                          | 0%           | 100%       |
| S7. A senior or policy making role in government | 0%           | 100%       |

**[IF YES TO ANY S3-S7: TERMINATE]**

For each of the following products, please indicate whether you are a regular user, an occasional user, a former user, or a complete non-user.

- 1 Regular user
- 2 Occasional user
- 3 A former user
- 4 A complete non-user

| <b>(RANDOMIZE)</b> |                         | Regular | Occasional | Former | Non-user |
|--------------------|-------------------------|---------|------------|--------|----------|
| S8.                | Cigarettes              | 58%     | 52%        | 0%     | 0%       |
| S9.                | Cigars                  | 2%      | 25%        | 25%    | 48%      |
| S10.               | Pipes                   | 3%      | 16%        | 21%    | 61%      |
| S11.               | Shisha/Waterpipe        | 2%      | 16%        | 23%    | 59%      |
| S12.               | E-cigarettes            | 13%     | 30%        | 19%    | 38%      |
| S13.               | Heated tobacco products | 9%      | 24%        | 14%    | 52%      |

Q1. Have you recently seen, read, or heard anything about e-cigarettes?

- 86% Yes
- 12% No
- 2% Unsure (vol.)

**[IF Q1="YES", ASK: n=383]**

Q1a. And where have you recently seen, read, or heard about e-cigarettes? Please check all that apply.

- 40% Print media
- 35% Broadcast media
- 44% Internet news sites
- 47% Social media (i.e. Facebook, Twitter)
- 0.1% E-cigarette user group (SPECIFY)
- 47% Your personal environment such as family, friends, and colleagues
- 0.1% Unsure (vol.)

**[IF Q1="YES", ASK: n=383]**

Q1b. And, did what you see, read, or hear about e-cigarettes cause you to view the product more positively, more negatively, or did it have no impact?

- 42% More positively
- 15% More negatively
- 44% No impact

Q2. Regardless of whether you have recently seen, read, or heard, something about e-cigarettes, how familiar would you say you are with e-cigarettes?

|     |                     |
|-----|---------------------|
| 8%  | Very familiar       |
| 58% | Somewhat familiar   |
| 24% | Not very familiar   |
| 8%  | Not at all familiar |
| 1%  | Unsure (vol.)       |

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As you may know, e-cigarettes are battery powered devices that vaporize nicotine liquid to create an inhalable aerosol. E-cigarettes do not contain tobacco leaf and come in various shapes and sizes, and can be disposable, rechargeable, or refillable.

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Q3. And, do you know whether or not e-cigarettes are legally sold in your country? If you don't know or are unsure, please indicate accordingly.

|     |         |
|-----|---------|
| 40% | Legal   |
| 29% | Illegal |
| 32% | Unsure  |

*Switching topics...*

Q4. Have you recently seen, read, or heard anything about heated tobacco products?

|     |        |
|-----|--------|
| 56% | Yes    |
| 40% | No     |
| 4%  | Unsure |

[IF Q4="YES", ASK: n=264]

Q4a. And where have you recently seen, read, or heard about heated tobacco products? Please check all that apply.

|     |   |
|-----|---|
| 35% | Print media   |
| 41% | Broadcast media   |
| 47% | Internet news sites   |
| 47% | Social media (i.e. Facebook, Twitter)                             |
| 0%  | E-cigarette user group (SPECIFY)                                  |
| 36% | Your personal environment such as family, friends, and colleagues |
| 0%  | Unsure (vol.)   |

[IF Q4="YES", ASK: n=264]

Q4b. And, did what you see, read, or hear about heated tobacco products cause you to view the product more positively, more negatively, or did it have no impact?

31% More positively  
16% More negatively  
53% No impact

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Q5. Regardless of whether you have recently seen, read, or heard something about heated tobacco products, how familiar would you say you are with heated tobacco products?

8% Very familiar  
41% Somewhat familiar  
30% Not very familiar  
21% Not at all familiar  
1% Unsure

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As you may know, heated tobacco products are battery powered systems that heat tobacco instead of burning it to create an inhalable aerosol.

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Q6. And, do you know whether or not heated tobacco products are legally sold in your country? If you don't know or are unsure, please indicate accordingly.

33% Legal  
21% Illegal  
46% Unsure

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In the next section of this survey, you'll be asked a number of questions related to e-cigarettes and heated tobacco products. The following provides some background on these products:

In Europe and the USA, e-cigarettes are widely available and millions of people use them. Public health experts agree that they are probably much less harmful than cigarette smoking because they do not burn tobacco. Some public health experts believe they should be widely available for smokers to use instead of cigarettes. While others think they are not an effective method for smoking cessation and are concerned they could be a "gateway" to smoking among youth.

Heated tobacco products are available in Japan, Korea, and more than 30 other countries in Europe, North America, Africa, and Asia. The companies that manufacture these products have said they significantly reduce the harmful chemicals formed when tobacco is burned in a cigarette and have the potential to reduce the health risk of smoking in smokers who switch to them. Independent reviews of the available evidence by government agencies in the UK, the USA, and elsewhere have confirmed that potential but acknowledge the lack of long-term evidence. Some public health experts believe they should be widely available for smokers to use instead of cigarettes. While others think they are not an effective method for smoking cessation and are concerned they could be a "gateway" to smoking among youth.

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You will now be shown a number of statements made about e-cigarettes and heated tobacco products. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 5 Unsure (vol.)

**(RANDOMIZE)**  
**[QUESTIONS TO ASK TO ALL]**

|  | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree | Unsure (vol.) |
|--|----------------|----------------|-------------------|-------------------|---------------|
| Q7. E-cigarettes represent a positive alternative to today's conventional cigarettes.  | 14%            | 46%            | 16%               | 11%               | 13%           |
| Q8. Heated tobacco products represent a positive alternative to today's conventional cigarettes.   | 12%            | 45%            | 16%               | 11%               | 16%           |
| Q9. It would be wrong for the Government to prevent or delay the introduction of less harmful alternatives to cigarettes for adult smokers.  | 13%            | 45%            | 21%               | 7%                | 14%           |
| Q10. Through tax and regulatory policies, the Government should encourage adult smokers to switch to less harmful alternatives to cigarettes and ensure they are not used by youth.                        | 24%            | 52%            | 14%               | 6%                | 4%            |
| Q11. If a new product is scientifically proven to have the potential to reduce the risk of smoking as compared to conventional cigarettes, adult smokers should have the right to access this information. | 25%            | 58%            | 7%                | 6%                | 4%            |

**[QUESTIONS TO ASK TO COMBUSTIBLE TOBACCO USERS ONLY – PROGRAMMING NOTE:**  
**IF ((S8 (CIGARETTES)="REGULAR" OR "OCCASIONAL" USER) OR**  
**(S9 (CIGARS)="REGULAR" OR "OCCASIONAL" USER) OR**  
**(S10 (PIPES)="REGULAR" OR "OCCASIONAL" USER) OR**  
**(S11 (SHISHA/WATER PIPE)="REGULAR" OR "OCCASIONAL" USER)) AND**  
**(S12 (E-CIGARETTES)="FORMER" OR "COMPLETE NON-USER")) AND**

**S13 (HEATED TOBACCO PRODUCTS)="FORMER" OR "COMPLETE NON-USER" n=191**

- Q12. I would consider switching to e-cigarettes if they were legally available, met quality and safety standards, and were conveniently available like regular tobacco products.
- Q13. I would consider switching to heated tobacco products if they were legally available, met quality and safety standards, and were conveniently available like regular tobacco products.

|   | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree | Unsure (vol.) |
|---|----------------|----------------|-------------------|-------------------|---------------|
| Q12. I would consider switching to e-cigarettes if they were legally available, met quality and safety standards, and were conveniently available like regular tobacco products.            | 15%            | 49%            | 14%               | 10%               | 12%           |
| Q13. I would consider switching to heated tobacco products if they were legally available, met quality and safety standards, and were conveniently available like regular tobacco products. | 14%            | 40%            | 18%               | 9%                | 18%           |

**[QUESTIONS TO ASK TO CURRENT NON-USERS ONLY – PROGRAMMING NOTE:**

IF ((S8 (CIGARETTES)="FORMER" OR "COMPLETE NON-USER") AND  
 (S9 (CIGARS)="FORMER" OR "COMPLETE NON-USER") AND  
 (S10 (PIPES)="FORMER" OR "COMPLETE NON-USER") AND  
 (S11 (SHISHA/WATER PIPE)="FORMER" OR "COMPLETE NON-USER") AND  
 (S12 (E-CIGARETTES)="FORMER OR "COMPLETE NON-USER") AND  
 (S13 (HEATED TOBACCO PRODUCTS)="FORMER" OR "COMPLETE NON-USER") n=0)

- Q14. I would consider encouraging cigarette smokers I know to consider switching to e-cigarettes.
- Q15. I would consider encouraging cigarette smokers I know to consider switching to heated tobacco products.

**[IF S12 (E-CIGARETTES) ='REGULAR USER' OR 'OCCASIONAL USER', ASK: n=201]**

D1. How long have you used e-cigarettes?

- 9% Less than 3 months
- 13% 3 to 6 months
- 25% 6 to 9 months
- 18% 9 to 12 months
- 9% 12 to 18 months
- 5% 18 to 24 months
- 18% Longer than 24 months
- 3% Unsure (vol.)

**[IF S12 (E-CIGARETTES) = 'REGULAR USER' OR 'OCCASIONAL USER', ASK: n=201]**

D2. Why did you start using e-cigarettes? (CHECK ALL THAT APPLY)

- 31% Price
  - 52% Convenience
  - 53% As a potentially safer alternative to regular cigarettes
  - 27% Flavours
  - 23% To help me stop smoking cigarettes
  - 1% Other (SPECIFY)
  - 2% Unsure (vol.)
- 

**[IF S12 (E-CIGARETTES) = 'REGULAR USER' OR 'OCCASIONAL USER', ASK: n=201]**

D3. Where do you predominately buy your e-cigarettes?

- 10% Convenience store
  - 10% Grocery
  - 2% Kiosk
  - 50% Specialty e-cigarette store
  - 26% Internet/Online store
  - 1% Other (SPECIFY)
  - 1% Unsure (vol.)
- 

**[IF S12 (E-CIGARETTES) = 'OCCASIONAL USER', ASK: n=147]**

D4. What has kept you from using e-cigarettes more?

- 26% Flavour
  - 28% Price
  - 51% Accessibility to e-cigarettes
  - 16% Have not found them to be suitable alternative to regular cigarettes
  - 1% Other (SPECIFY)
  - 6% Unsure (vol.)
- 

**[IF S13 (HEATED TOBACCO PRODUCTS) = 'REGULAR USER' OR 'OCCASIONAL USER', ASK: n=171]**

D1a. How long have you used heated tobacco products?

- 18% Less than 3 months
  - 22% 3 to 6 months
  - 15% 6 to 9 months
  - 17% 9 to 12 months
  - 9% 12 to 18 months
  - 4% 18 to 24 months
  - 10% Longer than 24 months
  - 5% Unsure (vol.)
-

**[IF S13 (HEATED TOBACCO PRODUCTS) = 'REGULAR USER' OR 'OCCASIONAL USER', ASK: n=171]**

D2a. Why did you start using heated tobacco products? (CHECK ALL THAT APPLY)

|     |  |
|-----|--|
| 21% | Price  |
| 39% | Convenience  |
| 52% | As a potentially safer alternative to regular cigarettes |
| 30% | Flavours   |
| 17% | To help me stop smoking cigarettes                       |
| 0%  | Other (SPECIFY)  |
| 2%  | Unsure (vol.)  |

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**[IF S13 (HEATED TOBACCO PRODUCTS) = 'REGULAR USER' OR 'OCCASIONAL USER', ASK: n=171]**

D3a. Where do you predominately buy your heated tobacco products?

|     |                       |
|-----|-----------------------|
| 17% | Convenience store     |
| 12% | Grocery               |
| 7%  | Kiosk                 |
| 26% | Specialty store       |
| 31% | Internet/Online store |
| 2%  | Other (SPECIFY)       |
| 5%  | Unsure (vol.)         |

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**[IF S13 (HEATED TOBACCO PRODUCTS) = 'OCCASIONAL USER', ASK: n=116]**

D4a. What has kept you from using heated tobacco products more?

|     |  |
|-----|--|
| 16% | Flavour  |
| 34% | Price  |
| 51% | Accessibility to heated tobacco products                             |
| 19% | Have not found them to be suitable alternative to regular cigarettes |
| 0%  | Other (SPECIFY)  |
| 5%  | Unsure (vol.)  |

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D5. EDUCATION

|      |  |
|------|--|
| 0.5% | Not complete primary school            |
| 0.1% | Completed primary school               |
| 8%   | Not complete secondary school          |
| 29%  | Completed secondary school             |
| 12%  | Not complete post secondary/university |
| 45%  | Complete post secondary/university     |
| 6%   | Completed masters                      |

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D6. INCOME

|      |                       |
|------|-----------------------|
| 1%   | HK\$4,999 or below    |
| 0%   | HK\$5,000 - \$5,999   |
| 0.3% | HK\$6,000 - \$6,999   |
| 0%   | HK\$7,000 - \$7,999   |
| 1%   | HK\$8,000 - \$8,999   |
| 1%   | HK\$9,000 - \$9,999   |
| 3%   | HK\$10,000 – \$12,499 |
| 3%   | HK\$12,500 - \$14,999 |
| 8%   | HK\$15,000 - \$19,999 |
| 9%   | HK\$20,000 - \$24,999 |
| 14%  | HK\$25,000 - \$29,999 |
| 19%  | HK\$30,000 - \$39,999 |
| 19%  | HK\$40,000 - \$49,999 |
| 23%  | HK\$50,000 or above   |

## Appendix 4

### HONG KONG RRP SURVEY: 2018 ADULT SMOKERS and NON-SMOKERS

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#### KEY SPECIFICATIONS

**AUDIENCE:** LEGAL AGE, GENERAL POPULATION ADULTS

**SAMPLE SIZE:** Main+Booster Adult Smokers (n=437)

**METHOD:** ONLINE

**RESEARCH SUPPLIER:** IPSOS

**COMMISSIONING ORGANIZATION:** factasia.org

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S1. First, how old are you?

|     |             |             |
|-----|-------------|-------------|
| 0%  | Under 18    | (TERMINATE) |
| 7%  | 18-24       |             |
| 12% | 25-29       |             |
| 15% | 30-34       |             |
| 9%  | 35-39       |             |
| 13% | 40-44       |             |
| 9%  | 45-49       |             |
| 18% | 50-54       |             |
| 12% | 55-59       |             |
| 6%  | 60-64       |             |
| 0%  | 65 or older |             |

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S2. Next, what is your gender?

|     |        |
|-----|--------|
| 79% | Male   |
| 21% | Female |

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Are you – or is any member of your immediate family – currently employed with/as:

- 1 Yes
- 2 No

#### (RANDOMIZE)

|  | <u>% YES</u> | <u>%No</u> |
|--|--------------|------------|
| S3. An advertising or public relations agency    | 0%           | 100%       |
| S4. A newspaper, radio, or television station    | 0%           | 100%       |
| S5. A market research or opinion research firm   | 0%           | 100%       |
| S6. An elected official                          | 0%           | 100%       |
| S7. A senior or policy making role in government | 0%           | 100%       |

[IF YES TO ANY S3-S7: TERMINATE]

For each of the following products, please indicate whether you are a regular user, an occasional user, a former user, or a complete non-user.

- 1 Regular user
- 2 Occasional user
- 3 A former user
- 4 A complete non-user

| <b>(RANDOMIZE)</b> |                         | Regular | Occasional | Former | Non-user |
|--------------------|-------------------------|---------|------------|--------|----------|
| S8.                | Cigarettes              | 58%     | 52%        | 0%     | 0%       |
| S9.                | Cigars                  | 2%      | 25%        | 25%    | 48%      |
| S10.               | Pipes                   | 3%      | 16%        | 21%    | 61%      |
| S11.               | Shisha/Waterpipe        | 2%      | 16%        | 23%    | 59%      |
| S12.               | E-cigarettes            | 13%     | 30%        | 19%    | 38%      |
| S13.               | Heated tobacco products | 9%      | 24%        | 14%    | 52%      |

Q1. Have you recently seen, read, or heard anything about e-cigarettes?

- 86% Yes
- 12% No
- 2% Unsure (vol.)

**[IF Q1="YES", ASK: n=383]**

Q1a. And where have you recently seen, read, or heard about e-cigarettes? Please check all that apply.

- 40% Print media
- 35% Broadcast media
- 44% Internet news sites
- 47% Social media (i.e. Facebook, Twitter)
- 0.1% E-cigarette user group (SPECIFY)
- 47% Your personal environment such as family, friends, and colleagues
- 0.1% Unsure (vol.)

**[IF Q1="YES", ASK: n=383]**

Q1b. And, did what you see, read, or hear about e-cigarettes cause you to view the product more positively, more negatively, or did it have no impact?

- 42% More positively
- 15% More negatively
- 44% No impact

Q2. Regardless of whether you have recently seen, read, or heard, something about e-cigarettes, how familiar would you say you are with e-cigarettes?

|     |                     |
|-----|---------------------|
| 8%  | Very familiar       |
| 58% | Somewhat familiar   |
| 24% | Not very familiar   |
| 8%  | Not at all familiar |
| 1%  | Unsure (vol.)       |

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As you may know, e-cigarettes are battery powered devices that vaporize nicotine liquid to create an inhalable aerosol. E-cigarettes do not contain tobacco leaf and come in various shapes and sizes, and can be disposable, rechargeable, or refillable.

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Q3. And, do you know whether or not e-cigarettes are legally sold in your country? If you don't know or are unsure, please indicate accordingly.

|     |         |
|-----|---------|
| 40% | Legal   |
| 29% | Illegal |
| 32% | Unsure  |

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*Switching topics...*

Q4. Have you recently seen, read, or heard anything about heated tobacco products?

|     |        |
|-----|--------|
| 56% | Yes    |
| 40% | No     |
| 4%  | Unsure |

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[IF Q4="YES", ASK: n=264]

Q4a. And where have you recently seen, read, or heard about heated tobacco products? Please check all that apply.

|     |   |
|-----|---|
| 35% | Print media   |
| 41% | Broadcast media   |
| 47% | Internet news sites   |
| 47% | Social media (i.e. Facebook, Twitter)                             |
| 0%  | E-cigarette user group (SPECIFY)                                  |
| 36% | Your personal environment such as family, friends, and colleagues |
| 0%  | Unsure (vol.)   |

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[IF Q4="YES", ASK: n=264]

Q4b. And, did what you see, read, or hear about heated tobacco products cause you to view the product more positively, more negatively, or did it have no impact?

31% More positively  
16% More negatively  
53% No impact

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Q5. Regardless of whether you have recently seen, read, or heard something about heated tobacco products, how familiar would you say you are with heated tobacco products?

8% Very familiar  
41% Somewhat familiar  
30% Not very familiar  
21% Not at all familiar  
1% Unsure

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As you may know, heated tobacco products are battery powered systems that heat tobacco instead of burning it to create an inhalable aerosol.

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Q6. And, do you know whether or not heated tobacco products are legally sold in your country? If you don't know or are unsure, please indicate accordingly.

33% Legal  
21% Illegal  
46% Unsure

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In the next section of this survey, you'll be asked a number of questions related to e-cigarettes and heated tobacco products. The following provides some background on these products:

In Europe and the USA, e-cigarettes are widely available and millions of people use them. Public health experts agree that they are probably much less harmful than cigarette smoking because they do not burn tobacco. Some public health experts believe they should be widely available for smokers to use instead of cigarettes. While others think they are not an effective method for smoking cessation and are concerned they could be a "gateway" to smoking among youth.

Heated tobacco products are available in Japan, Korea, and more than 30 other countries in Europe, North America, Africa, and Asia. The companies that manufacture these products have said they significantly reduce the harmful chemicals formed when tobacco is burned in a cigarette and have the potential to reduce the health risk of smoking in smokers who switch to them. Independent reviews of the available evidence by government agencies in the UK, the USA, and elsewhere have confirmed that potential but acknowledge the lack of long-term evidence. Some public health experts believe they should be widely available for smokers to use instead of cigarettes. While others think they are not an effective method for smoking cessation and are concerned they could be a "gateway" to smoking among youth.

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You will now be shown a number of statements made about e-cigarettes and heated tobacco products. For each of the following, please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 5 Unsure (vol.)

**(RANDOMIZE)**  
**[QUESTIONS TO ASK TO ALL]**

|  | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree | Unsure (vol.) |
|--|----------------|----------------|-------------------|-------------------|---------------|
| Q7. E-cigarettes represent a positive alternative to today's conventional cigarettes.  | 14%            | 46%            | 16%               | 11%               | 13%           |
| Q8. Heated tobacco products represent a positive alternative to today's conventional cigarettes.   | 12%            | 45%            | 16%               | 11%               | 16%           |
| Q9. It would be wrong for the Government to prevent or delay the introduction of less harmful alternatives to cigarettes for adult smokers.  | 13%            | 45%            | 21%               | 7%                | 14%           |
| Q10. Through tax and regulatory policies, the Government should encourage adult smokers to switch to less harmful alternatives to cigarettes and ensure they are not used by youth.                        | 24%            | 52%            | 14%               | 6%                | 4%            |
| Q11. If a new product is scientifically proven to have the potential to reduce the risk of smoking as compared to conventional cigarettes, adult smokers should have the right to access this information. | 25%            | 58%            | 7%                | 6%                | 4%            |

[QUESTIONS TO ASK TO COMBUSTIBLE TOBACCO USERS ONLY – PROGRAMMING NOTE:

IF ((S8 (CIGARETTES)="REGULAR" OR "OCCASIONAL" USER) OR  
 (S9 (CIGARS)="REGULAR" OR "OCCASIONAL" USER) OR  
 (S10 (PIPES)="REGULAR" OR "OCCASIONAL" USER) OR  
 (S11 (SHISHA/WATER PIPE)="REGULAR" OR "OCCASIONAL" USER)) AND  
 (S12 (E-CIGARETTES)="FORMER" OR "COMPLETE NON-USER") AND  
 S13 (HEATED TOBACCO PRODUCTS)="FORMER" OR "COMPLETE NON-USER") n=191)

- Q12. I would consider switching to e-cigarettes if they were legally available, met quality and safety standards, and were conveniently available like regular tobacco products.
- Q13. I would consider switching to heated tobacco products if they were legally available, met quality and safety standards, and were conveniently available like regular tobacco products.

|   | Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree | Unsure (vol.) |
|---|----------------|----------------|-------------------|-------------------|---------------|
| Q12. I would consider switching to e-cigarettes if they were legally available, met quality and safety standards, and were conveniently available like regular tobacco products.            | 15%            | 49%            | 14%               | 10%               | 12%           |
| Q13. I would consider switching to heated tobacco products if they were legally available, met quality and safety standards, and were conveniently available like regular tobacco products. | 14%            | 40%            | 18%               | 9%                | 18%           |

[QUESTIONS TO ASK TO CURRENT NON-USERS ONLY – PROGRAMMING NOTE:

IF ((S8 (CIGARETTES)="FORMER" OR "COMPLETE NON-USER") AND  
 (S9 (CIGARS)="FORMER" OR "COMPLETE NON-USER") AND  
 (S10 (PIPES)="FORMER" OR "COMPLETE NON-USER") AND  
 (S11 (SHISHA/WATER PIPE)="FORMER" OR "COMPLETE NON-USER") AND  
 (S12 (E-CIGARETTES)="FORMER" OR "COMPLETE NON-USER") AND  
 S13 (HEATED TOBACCO PRODUCTS)="FORMER" OR "COMPLETE NON-USER") n=0)

- Q14. I would consider encouraging cigarette smokers I know to consider switching to e-cigarettes.
- Q15. I would consider encouraging cigarette smokers I know to consider switching to heated tobacco products.

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[IF S12 (E-CIGARETTES) ='REGULAR USER' OR 'OCCASIONAL USER', ASK: n=201]

D1. How long have you used e-cigarettes?

|     |                       |
|-----|-----------------------|
| 9%  | Less than 3 months    |
| 13% | 3 to 6 months         |
| 25% | 6 to 9 months         |
| 18% | 9 to 12 months        |
| 9%  | 12 to 18 months       |
| 5%  | 18 to 24 months       |
| 18% | Longer than 24 months |
| 3%  | Unsure (vol.)         |

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[IF S12 (E-CIGARETTES) ='REGULAR USER' OR 'OCCASIONAL USER', ASK: n=201]

D2. Why did you start using e-cigarettes? (CHECK ALL THAT APPLY)

|     |  |
|-----|--|
| 31% | Price  |
| 52% | Convenience  |
| 53% | As a potentially safer alternative to regular cigarettes |
| 27% | Flavours   |
| 23% | To help me stop smoking cigarettes                       |
| 1%  | Other (SPECIFY)  |
| 2%  | Unsure (vol.)  |

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[IF S12 (E-CIGARETTES) ='REGULAR USER' OR 'OCCASIONAL USER', ASK: n=201]

D3. Where do you predominately buy your e-cigarettes?

|     |                             |
|-----|-----------------------------|
| 10% | Convenience store           |
| 10% | Grocery                     |
| 2%  | Kiosk                       |
| 50% | Specialty e-cigarette store |
| 26% | Internet/Online store       |
| 1%  | Other (SPECIFY)             |
| 1%  | Unsure (vol.)               |

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[IF S12 (E-CIGARETTES) ='OCCASIONAL USER', ASK: n=147]

D4. What has kept you from using e-cigarettes more?

|     |  |
|-----|--|
| 26% | Flavour  |
| 28% | Price  |
| 51% | Accessibility to e-cigarettes  |
| 16% | Have not found them to be suitable alternative to regular cigarettes |
| 1%  | Other (SPECIFY)  |

6% Unsure (vol.)

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**[IF S13 (HEATED TOBACCO PRODUCTS) ='REGULAR USER' OR 'OCCASIONAL USER', ASK: n=171]**

D1a. How long have you used heated tobacco products?

|     |                       |
|-----|-----------------------|
| 18% | Less than 3 months    |
| 22% | 3 to 6 months         |
| 15% | 6 to 9 months         |
| 17% | 9 to 12 months        |
| 9%  | 12 to 18 months       |
| 4%  | 18 to 24 months       |
| 10% | Longer than 24 months |
| 5%  | Unsure (vol.)         |

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**[IF S13 (HEATED TOBACCO PRODUCTS) ='REGULAR USER' OR 'OCCASIONAL USER', ASK: n=171]**

D2a. Why did you start using heated tobacco products? (CHECK ALL THAT APPLY)

|     |  |
|-----|--|
| 21% | Price  |
| 39% | Convenience  |
| 52% | As a potentially safer alternative to regular cigarettes |
| 30% | Flavours   |
| 17% | To help me stop smoking cigarettes                       |
| 0%  | Other (SPECIFY)  |
| 2%  | Unsure (vol.)  |

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**[IF S13 (HEATED TOBACCO PRODUCTS) ='REGULAR USER' OR 'OCCASIONAL USER', ASK: n=171]**

D3a. Where do you predominately buy your heated tobacco products?

|     |                       |
|-----|-----------------------|
| 17% | Convenience store     |
| 12% | Grocery               |
| 7%  | Kiosk                 |
| 26% | Specialty store       |
| 31% | Internet/Online store |
| 2%  | Other (SPECIFY)       |
| 5%  | Unsure (vol.)         |

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**[IF S13 (HEATED TOBACCO PRODUCTS) ='OCCASIONAL USER', ASK: n=116]**

D4a. What has kept you from using heated tobacco products more?

|     |  |
|-----|--|
| 16% | Flavour  |
| 34% | Price  |
| 51% | Accessibility to heated tobacco products                             |
| 19% | Have not found them to be suitable alternative to regular cigarettes |
| 0%  | Other (SPECIFY)  |

5%      Unsure (vol.)

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D5.      EDUCATION

0.5%    Not complete primary school  
0.1%    Completed primary school  
8%      Not complete secondary school  
29%    Completed secondary school  
12%    Not complete post secondary/university  
45%    Complete post secondary/university  
6%      Completed masters

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D6.      INCOME

1%      HK\$4,999 or below  
0%      HK\$5,000 - \$5,999  
0.3%    HK\$6,000 - \$6,999  
0%      HK\$7,000 - \$7,999  
1%      HK\$8,000 - \$8,999  
1%      HK\$9,000 - \$9,999  
3%      HK\$10,000 – \$12,499  
3%      HK\$12,500 - \$14,999  
8%      HK\$15,000 - \$19,999  
9%      HK\$20,000 - \$24,999  
14%    HK\$25,000 - \$29,999  
19%    HK\$30,000 - \$39,999  
19%    HK\$40,000 - \$49,999  
23%    HK\$50,000 or above