

ASCO 2019 Cancer Opinions Survey

E-Cigarette Use & Perceptions

September 2019



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Research Methodology

Mode:

Online survey



Length:

20 Minutes



Qualification Criteria:

General Population

- US residents
- Age 18+



	General Population
Sample Size:	<p>n=4,001*</p> <p><i>*includes n=195 cancer patients (natural fallout)</i></p>
Field Dates:	July 9 – August 10, 2019

For all US adults age 18+ figures for age by gender, education, region, household size, marital status and employment status were adjusted, as needed to population distributions from the US Census Bureau, separately for Hispanic, Black/African American (not Hispanic) and all other (not Hispanic). Then each race/ethnicity group was combined into an overall total based on their proportion within the US adult population.

Report Notes

- Percentages may not add up to 100% due to weighting and/or computer rounding and the acceptance of multiple responses.
- Unless otherwise noted, results for the Total (general population) are displayed.
- Statistical significance testing (at 95% confidence) is included where applicable – significant differences are noted throughout the report with letters (A,B,C, etc.).



Key Findings



Reported Use

The majority of US adults say they have not tried e-cigarettes, but 1 in 8 report using them regularly (daily or recreationally). Half of adults say they know someone who has tried an e-cigarette – with 1 in 6 parents saying their preteen or teen has tried e-cigarettes. Use patterns suggests that traditional cigarette smokers are shifting to (or adding) e-cigarettes, with many believing they are a healthier alternative.

- 73% of US adults say they have not tried e-cigarettes, but 13% are regular users.
 - 21% of Millennials, 18% of Gen Z, and 15% of Gen X report being daily or recreational users of e-cigarettes. This is in stark contrast to Boomers, of whom only 5% report being regular users and just 1% of the Silent generation.
- 52% of US adults say know someone who has at least tried e-cigarettes, with 39% reporting they know a regular user.
 - More than half of Gen Z adults 18-22 (55%) say they know someone who is a regular user of e-cigarettes, compared to 48% of Millennials, 41% of Gen X, 29% of Boomers, and 19% of the Silent generation.
- While 17% of parents with children 9-17 say their child(ren) have tried e-cigarettes, only 7% of those pre-teen/teens are reported to be regular users, according to their parents.
 - Positively, virtually all parents who report their child 9-17 has tried e-cigarettes (98%) have talked to their child about the dangers of using them even a majority of parents whose child hasn't tried (69%) have also talked to their child about the dangers.
- Only 4% of those who have never been traditional cigarette smokers are regular e-cigarette users and 7% have tried them a few times, whereas 37% of current cigarette smokers are also regular e-cigarette users and 33% have tried them a few times.
- The majority of regular e-cigarette users who are or have also been traditional cigarette smokers have used e-cigarettes to try and decrease their use of traditional cigarettes (44%) or to quit smoking them altogether (41%).
- Among all adults more than half (54%) agree that e-cigarettes can help people quit smoking traditional cigarettes and 4 in 10 (39%) believe e-cigarettes are a healthier alternative to traditional cigarettes.



Attitudes

Most adults see the risk with e-cigarettes, but a substantial minority believe they are harmless. Generational differences exist across nearly every attitudinal measure, revealing potential insight to why younger generations are more apt to use than older generations.

- The majority of US adults (71%) agree that e-cigarettes cause cancer; however, 20% believe you can't get addicted to e-cigarettes and 16% think that they're harmless.
- Even 58% of regular users agree that e-cigarettes cause cancer, with 40% believing you can't get addicted to them.
- Gen Z and Millennials are more likely than Boomers and Silent to agree that:
 - E-cigarettes are a healthier alternative to traditional cigarettes (44% and 46% vs. 32% and 27%).
 - Flavored e-cigarettes are less damaging to your health than non-flavored e-cigarettes (27% and 29% vs. 12% and 13%).
 - E-cigarettes are harmless (20% and 24% vs. 10% and 7%).
- Whereas Gen X, Boomers, and Silent are more likely than Gen Z and Millennials to agree that the long-term health effects of e-cigarettes aren't yet known (59% Gen Z, 70% Millennials vs. 77% Gen X, 84% Boomers, 81% Silent).



Policy

When asked about opinions on policy regarding e-cigarettes, nearly 7 in 10 US adults support regulation of both e-cigarettes and tobacco products. Outright bans of these items, however, receive support from less than half. Support of regulation of both types of products increases with age. And while Democrats are more likely than Republicans to support all potential legislations, majorities of both parties support regulation of e-cigarettes.

- A majority of US adults (71%) support the FDA regulating e-cigarettes and a similar percentage support raising the legal age for purchasing tobacco products from 18 to 21 (69%), and raising the legal age specifically for purchasing e-cigarettes from 18 to 21 (68%).
- Slightly less than half support banning the sale of flavored e-cigarettes (46%), banning the sale of traditional cigarettes (45%), or banning the sale of e-cigarettes (41%). However, it is notable that for each of the hypothetical bans, roughly one quarter are undecided with the remaining one third opposing.
- Interestingly, the only legislation item where we do not see significant differences between Gen Z and Millennials compared to Gen X and Boomers is support of banning the sale of traditional cigarettes; 52% of Gen Z, 43% of Millennials, 43% of Gen X, and 45% of Boomers support that ban (57% of Silent support).
- Approximately three quarters of Democrats and two thirds of Republicans support the FDA regulating e-cigarettes (77% and 73%), raising the legal age for purchasing tobacco products from 18 to 21 (74% and 69%), and raising the legal age for purchasing e-cigarettes from 18 to 21 (74% and 66%).



Detailed Findings

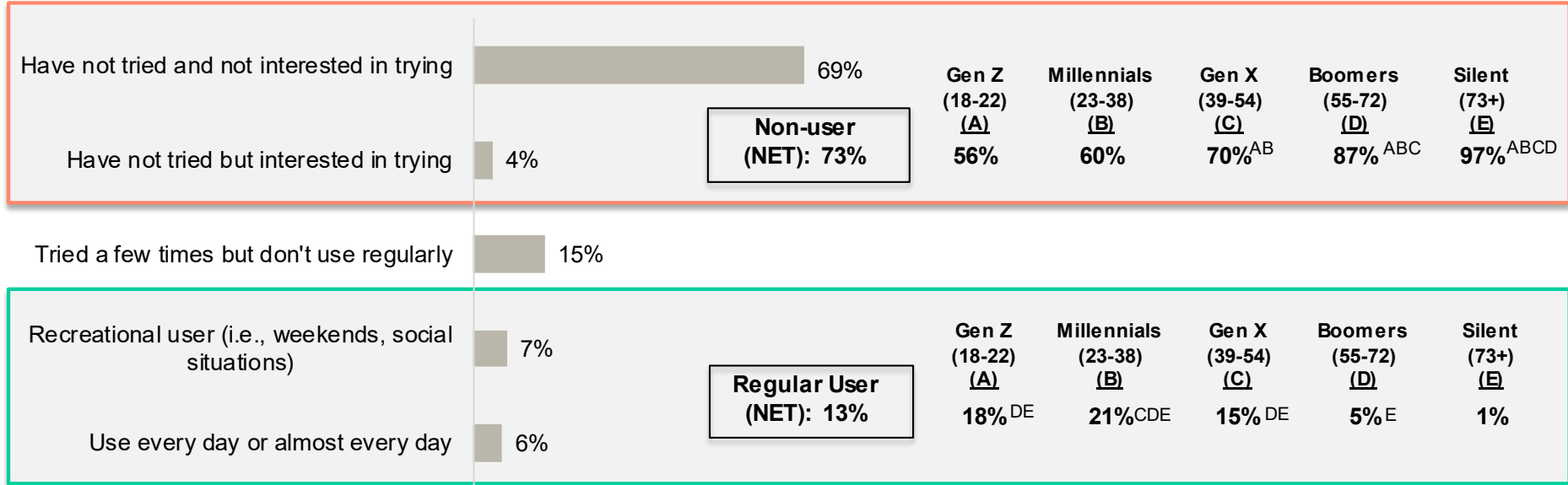


1 in 8 Americans Report Regularly Using E-Cigarettes

Reported use is highest among Millennials, Gen Z, Gen X, who are at least 3x as likely to use as Boomers and Silent

General Population

Self-Reported E-Cigarette Use



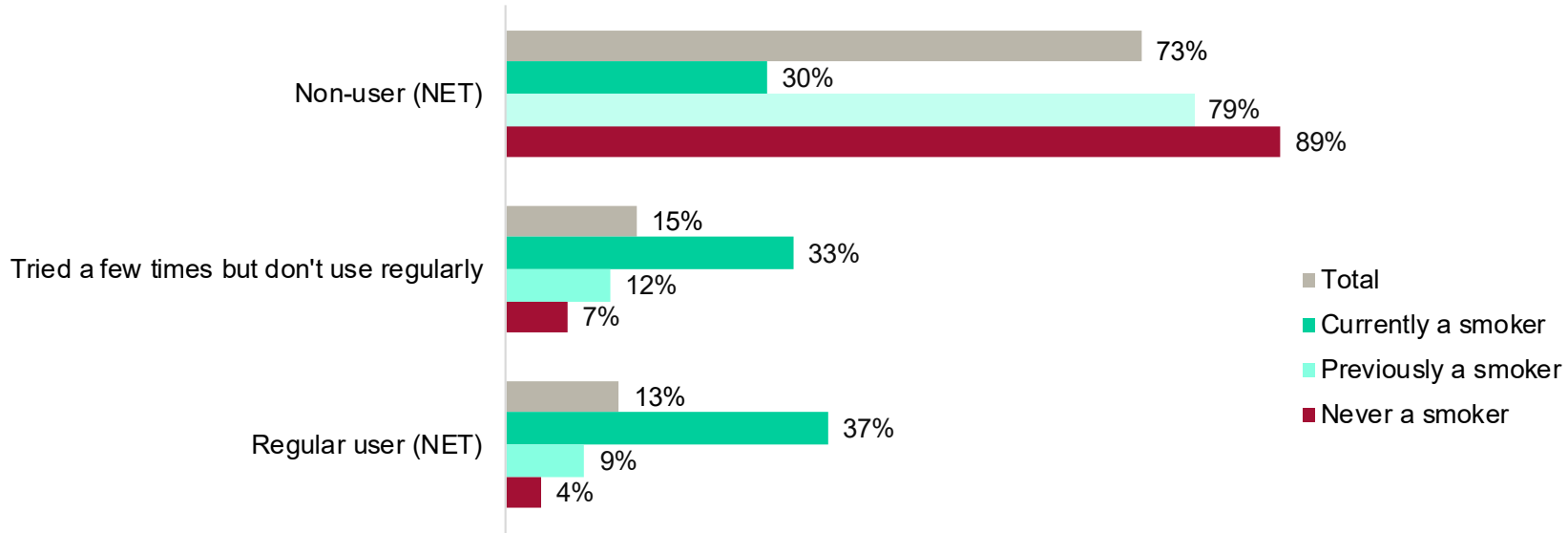


Nearly 2 in 5 Current Cigarette Smokers Also Report Being Regular E-Cigarette Users

Vast majority who say they have never smoked traditional cigarettes also have never tried e-cigarettes

General Population

Self-Reported E-Cigarette Use By Self-Reported Traditional Cigarette Smoking History



BASE: QUALIFIED RESPONDENTS (n=4001; CURRENTLY A SMOKER (n=878), PREVIOUSLY A SMOKER (n=847), NEVER A SMOKER (n=2145)

Q1010 Which of the following best describes your use of e-cigarettes?
 Q620 Have you smoked cigarettes at least 100 times in your entire life?
 BASE: SMOKED AT LEAST 100 CIGARETTES IN THEIR LIFE (n=1731)
 Q621 Do you now smoke cigarettes every day, some days, or not at all?



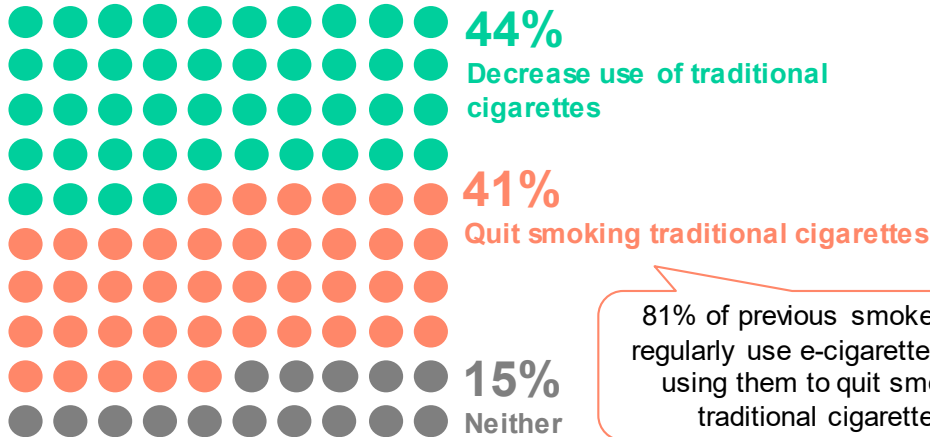
Majority Of Dual Smokers Say They Have Used E-Cigarettes to Decrease or Quit Traditional

Over 8 in 10 who say they have used e-cigarettes to reduce or quit traditional cigarettes found it helpful in doing so

General Population

Use of E-Cigarettes to Decrease/Quit Traditional Cigarettes

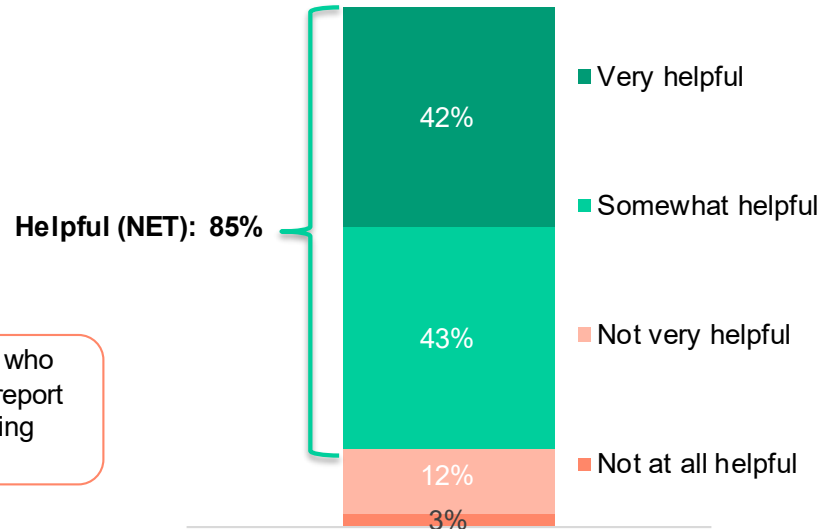
Among those who regularly use e-cigarettes and ever a traditional cigarette smoker



81% of previous smokers who regularly use e-cigarettes report using them to quit smoking traditional cigarettes*

How Helpful E-Cigarettes Are in Decreasing/Quitting Traditional Cigarettes

Among those who have used e-cigarettes to try and decrease/quit smoking traditional cigarettes



* Caution, small base size (n <100). Results should be interpreted as directional (n=77)

BASE: REGULARLY USES E-CIGARETTES AND EVER A SMOKER (n=352)

Q1015 Have you ever used e-cigarettes to try to...?

BASE: USED E-CIGARETTES TO TRY AND DECREASE OR QUIT TRADITIONAL CIGARETTES (n=305)

Q1020 Which of the following best describes how helpful you feel e-cigarettes are/were when trying to decrease your use/quit traditional cigarettes?

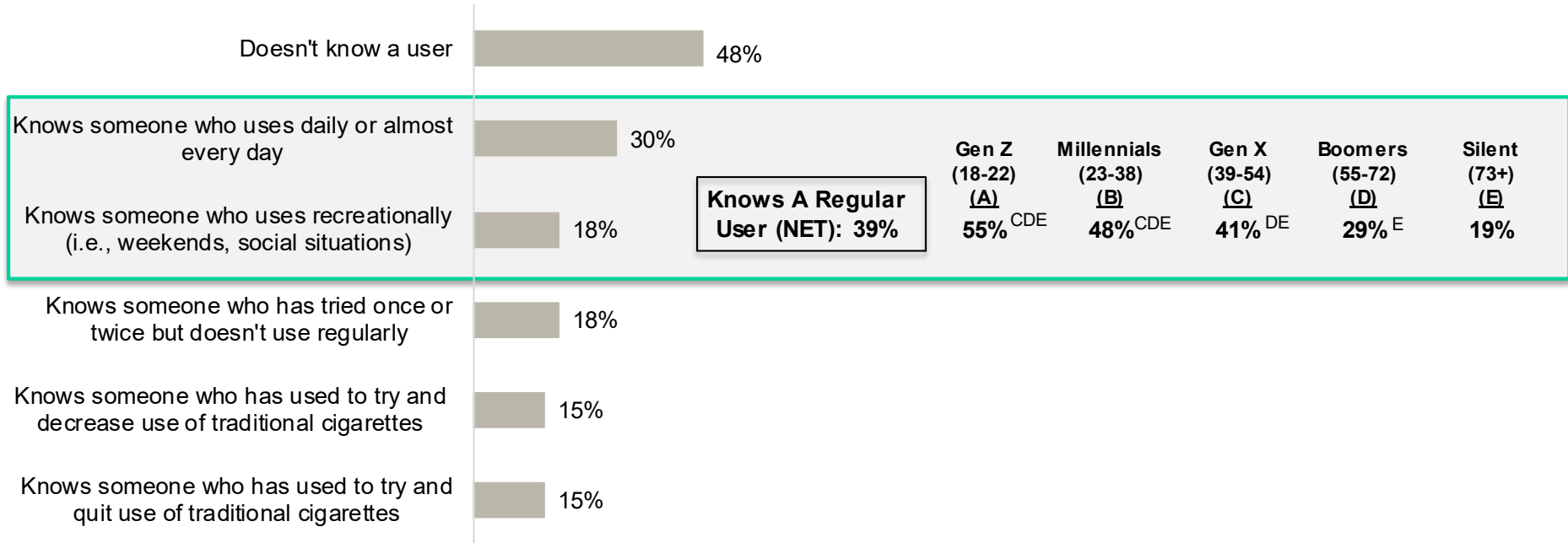


4 in 10 Know Someone Who Is A Regular E-Cigarette User

Over half of Gen Z and nearly half of Millennials say they know someone who regularly uses E-cigarettes

General Population

Reported E-Cigarette Use Among Peers



BASE: QUALIFIED RESPONDENTS (n=4001; GEN Z (n=340), MILLENNIALS (n=964), GEN X (n=984), BOOMERS (n=1428), SILENT (n=285))

Q1025 Besides yourself, do you know anyone who...? Please select all that apply.

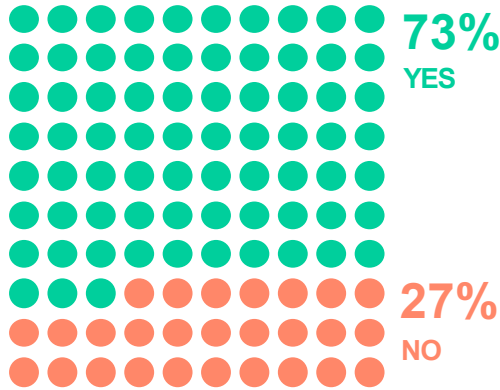


7 In 10 Parents Of 9-17 Year Olds Say They Have Talked To Them About E-Cigarettes

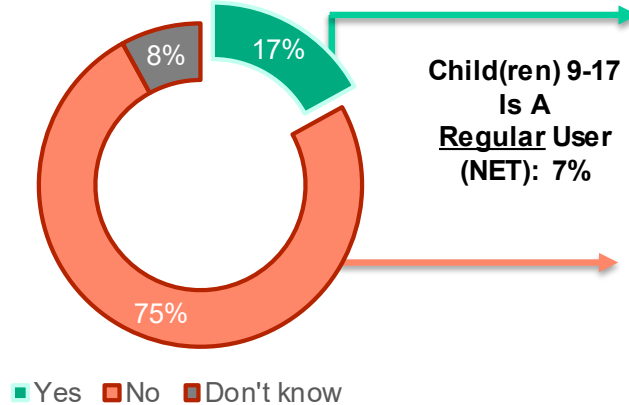
However, less than 1 in 5 report their pre-teen/teen uses, with only 7% reporting their child 9-17 is a regular user

General Population

Ever Talked to Child(ren) 9-17 About E-Cigarettes
Among parents of pre-teen/teens

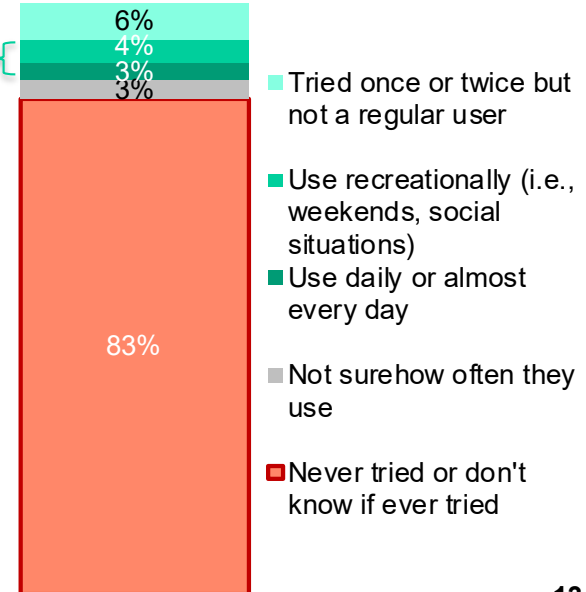


Child(ren) 9-17 Ever Tried E-Cigarettes
Among parents of pre-teen/teens



Child(ren) 9-17 Is A Regular User (NET): 7%

Child(ren) 9-17 Use of E-Cigarettes
Among parents of pre-teen/teens



BASE: PARENT OF PRE-TEEN/TEEN (n=694)

Q1026 Have you ever talked to your child(ren) between the ages of 9 and 17 about the dangers of using e-cigarettes?

Q1030 To the best of your knowledge, have any of your children between the ages of 9 and 17 ever tried e-cigarettes?

Q1035 Which of the following best describes their use of e-cigarettes?



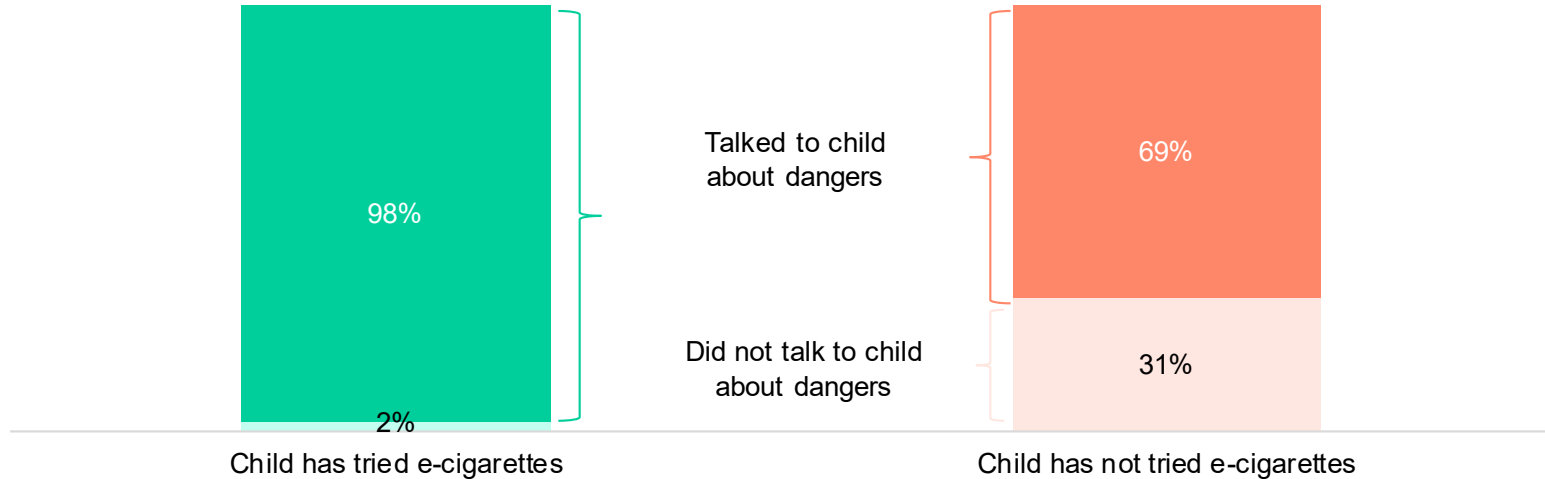
Nearly All Parents Whose Child 9-17 Tried E-Cigarettes Have Discussed Dangers

A majority who say their child has not tried have also say they have talked to their child about the dangers of using e-cigarettes

General Population

Child(ren) 9-17 Trial Of E-Cigarettes By Parents Ever Talked About The Dangers Of Using

Among parents of pre-teen/teens



BASE: PARENT OF PRE-TEEN/TEEN (n=694; CHILD HAS TRIED E-CIGARETTES (n=116), CHILD HAS NOT TRIED E-CIGARETTES (n=522))

Q1026 Have you ever talked to your child(ren) between the ages of 9 and 17 about the dangers of using e-cigarettes?

Q1030 To the best of your knowledge, have any of your children between the ages of 9 and 17 ever tried e-cigarettes?



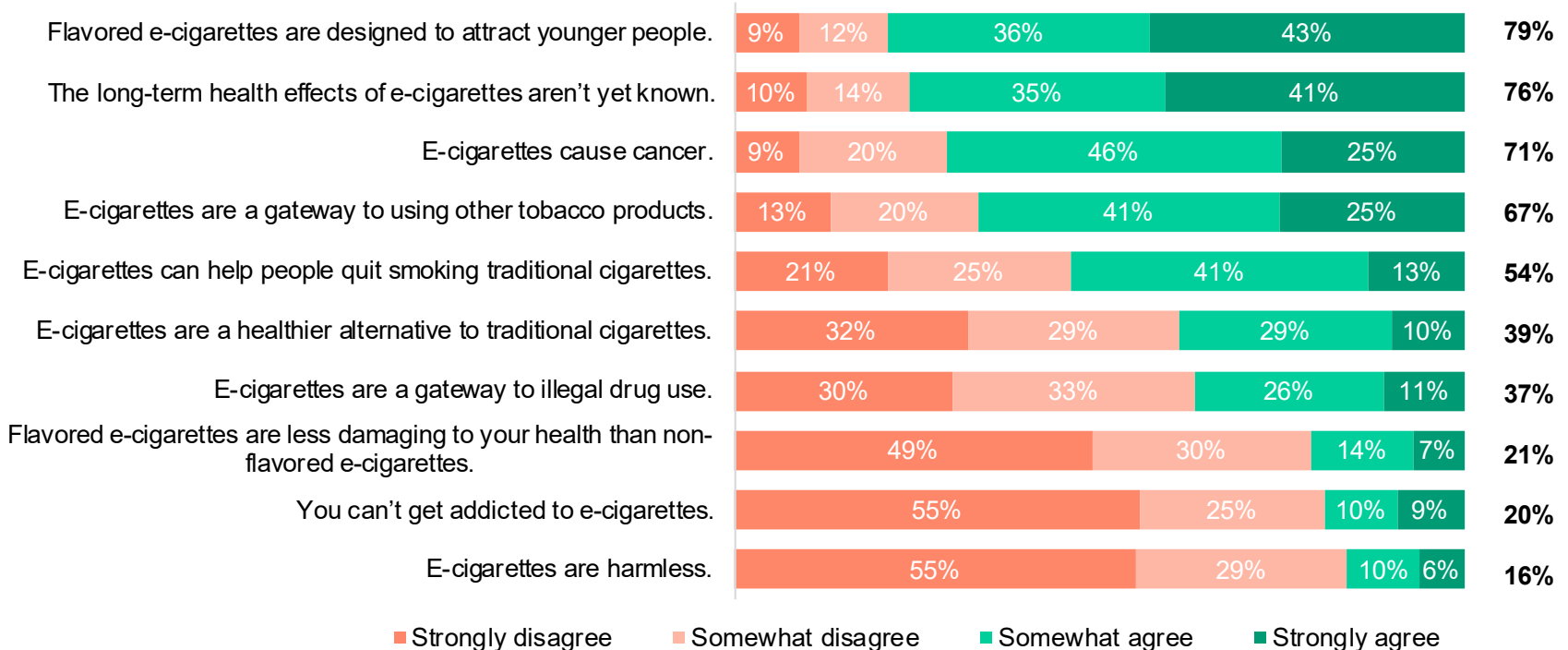
7 In 10 US Adults Agree That E-Cigarettes Cause Cancer

However nearly 1 in 5 believe you can't get addicted to e-cigarettes and that they're harmless

General Population

Agreement with Statements About E-Cigarettes

Agree (NET)



BASE: QUALIFIED RESPONDENTS (n=4001)

Q1005 To what extent do you agree or disagree with the following statements about e-cigarettes?

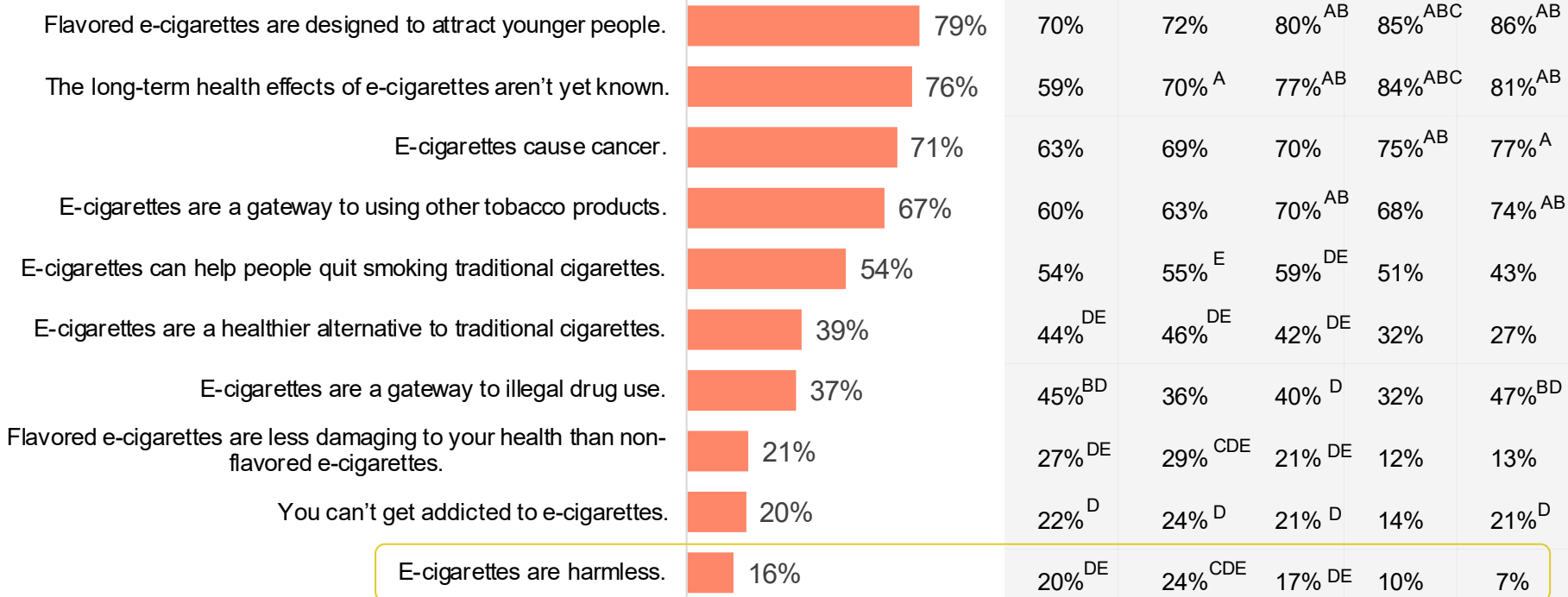


Younger Adults More Likely To Believe E-Cigarettes Are Harmless

Older adults more apt to believe flavored e-cigarettes are designed to attract younger people and that long-term health effects aren't yet known

General Population

Agreement with Statements About E-Cigarettes
(% Strongly/Somewhat agree)



BASE: QUALIFIED RESPONDENTS (n=4001; GEN Z (n=340), MILLENNIALS (n=964), GEN X (n=984), BOOMERS (n=1428), SILENT (n=285))
Q1005 To what extent do you agree or disagree with the following statements about e-cigarettes?

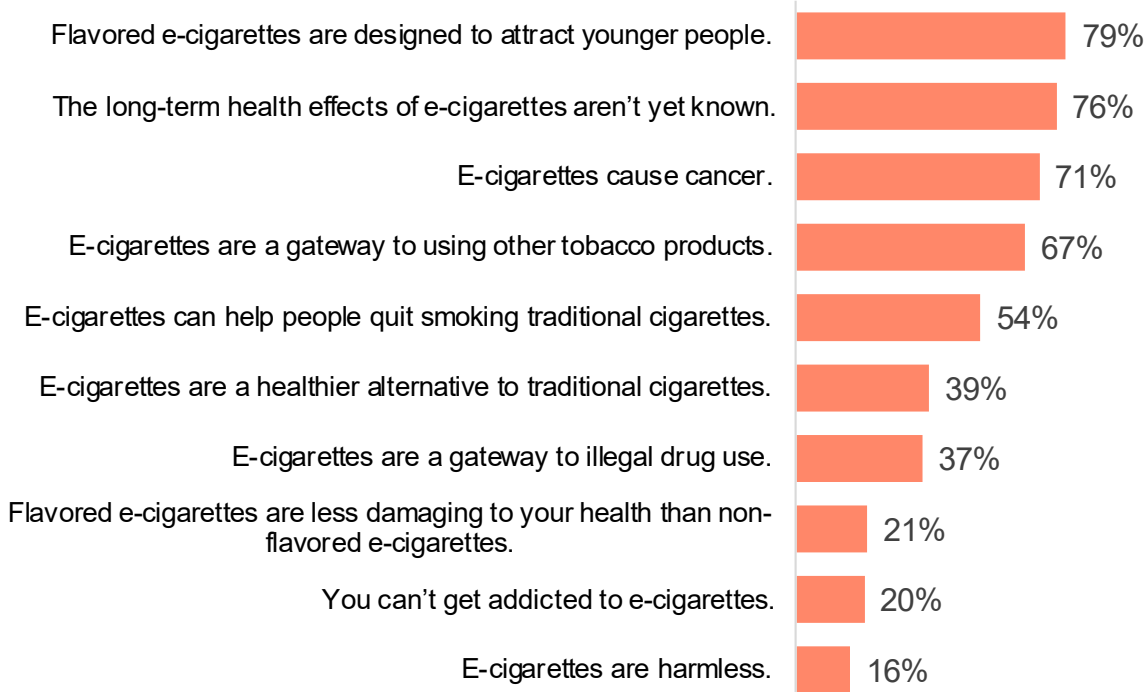


Regular E-Cigarette Users Less Likely To Believe They Cause Cancer

Users are also more likely than non users to believe e-cigarettes are a healthier alternative to traditional cigarettes, with 2 in 5 agreeing they are harmless

General Population

Agreement with Statements About E-Cigarettes (% Strongly/Somewhat agree)



	Regular E-Cigarette User (A)	Non-User (B)
Flavored e-cigarettes are designed to attract younger people.	66%	83% ^A
The long-term health effects of e-cigarettes aren't yet known.	75%	75%
E-cigarettes cause cancer.	58%	75% ^A
E-cigarettes are a gateway to using other tobacco products.	58%	71% ^A
E-cigarettes can help people quit smoking traditional cigarettes.	80% ^B	48%
E-cigarettes are a healthier alternative to traditional cigarettes.	72% ^B	32%
E-cigarettes are a gateway to illegal drug use.	42%	39%
Flavored e-cigarettes are less damaging to your health than non-flavored e-cigarettes.	47% ^B	15%
You can't get addicted to e-cigarettes.	40% ^B	16%
E-cigarettes are harmless.	43% ^B	10%

BASE: QUALIFIED RESPONDENTS (n=4001; User (n=440), Non-user (n=2950))
 Q1005 To what extent do you agree or disagree with the following statements about e-cigarettes?



Majority Support FDA Regulating E-Cigarettes And Raising Legal Purchase Age

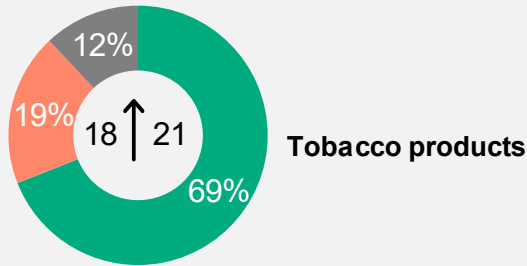
However, outright bans have less support

General Population

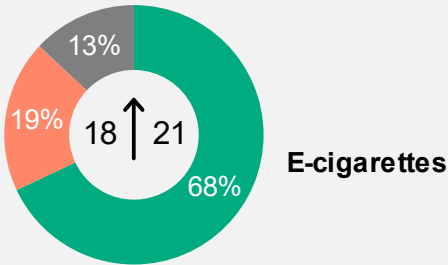
Support/Opposition for Potential Legislation

Regulation

Raising the legal age for purchasing these items from 18 to 21 years of age:

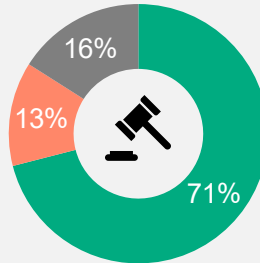


Tobacco products



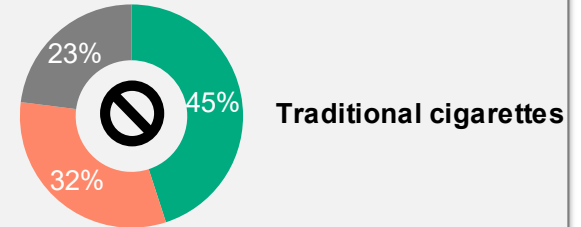
E-cigarettes

The FDA regulating e-cigarettes
(i.e., evaluating the products' health and safety, enforcing standards, etc.)

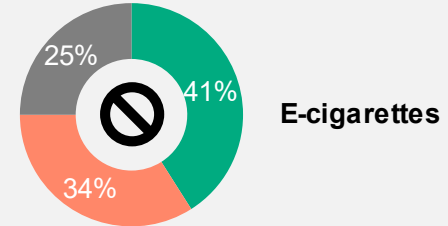


Banning

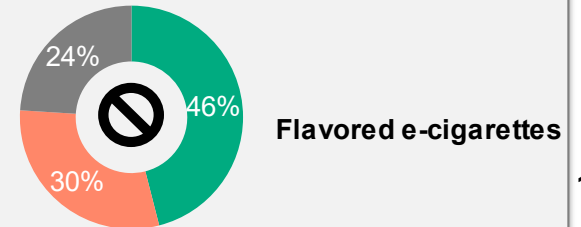
Banning the sale of:



Traditional cigarettes



E-cigarettes



Flavored e-cigarettes

BASE: QUALIFIED RESPONDENTS (n=4001)
Q1040 Do you support or oppose each of the following?



Support



Oppose



Undecided

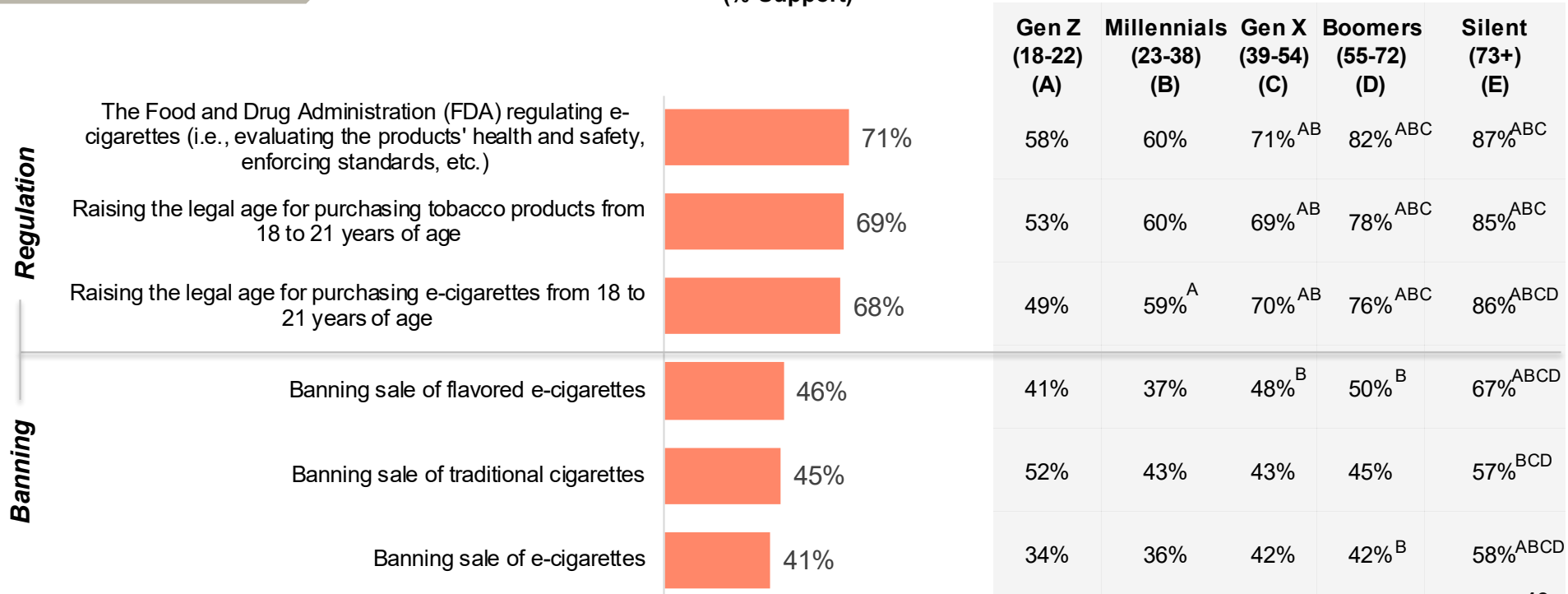


Support Of E-Cigarette Regulation Increases With Age

In general, banning is not supported by majorities with the exception of the Silent generation

General Population

Support/Opposition For Potential Legislation
(% Support)



BASE: QUALIFIED RESPONDENTS (n=4001; GEN Z (n=340), MILLENNIALS (n=964), GEN X (n=984), BOOMERS (n=1428), SILENT (n=285))
Q1040 Do you support or oppose each of the following?

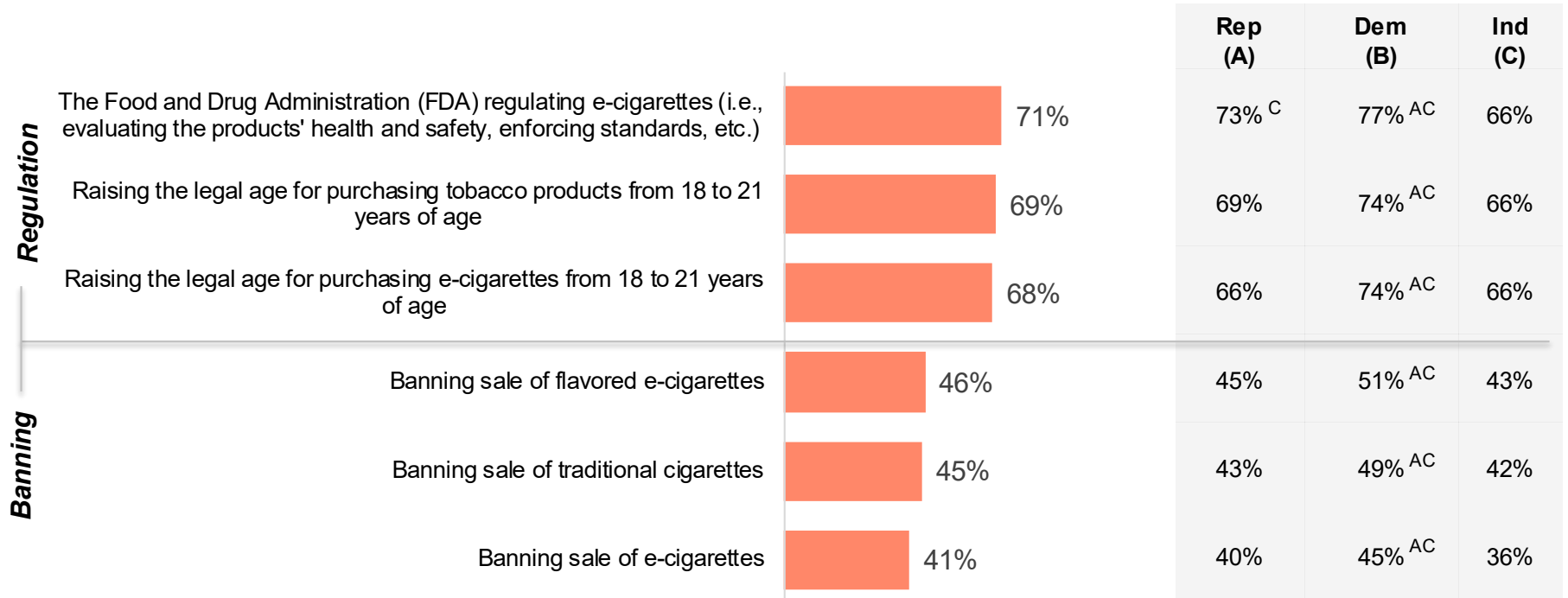


Democrats More Likely To Support Potential Legislation

However, majorities of Republicans also support regulation

General Population

Support/Opposition For Potential Legislation
(% Support)



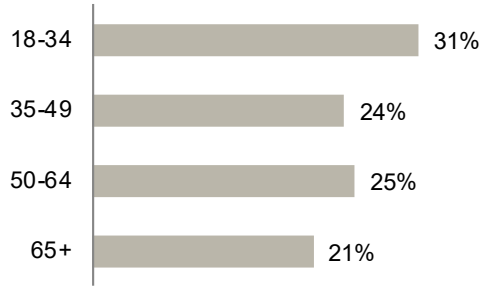
BASE: QUALIFIED RESPONDENTS (n=4001; REPUBLICAN (n=1176), DEMOCRAT (n=1517), INDEPENDENT (n=1004))
Q1040 Do you support or oppose each of the following?



Demographics



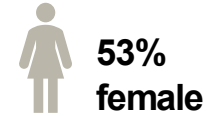
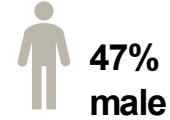
Age



Race

- 63% White
- 16% Hispanic
- 12% Black/African American
- 6% Asian or Pacific Islander
- * Native American
- * Other race
- 1% Mixed race
- 1% Prefer not to answer

Gender



Children in HH



63% 0 kids

30% 1 to 2 kids

6% 3+ kids

Locale



29% urban



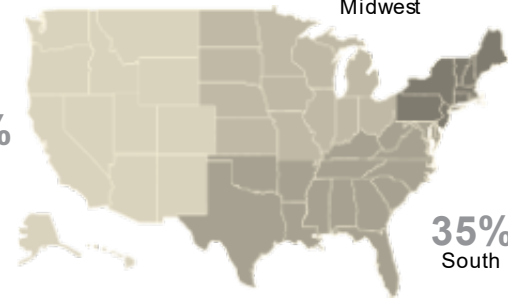
48% suburban



23% rural

Region

23% West



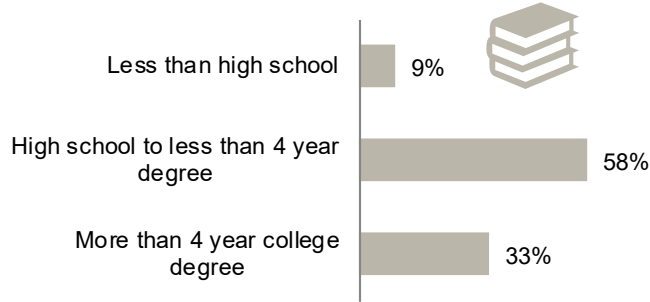
21% Midwest

21% Northeast

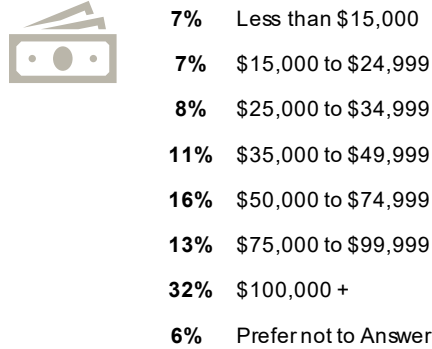
35% South



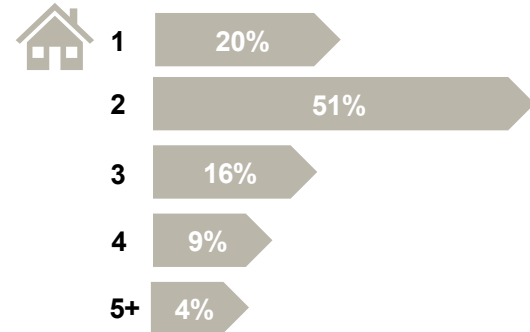
Education



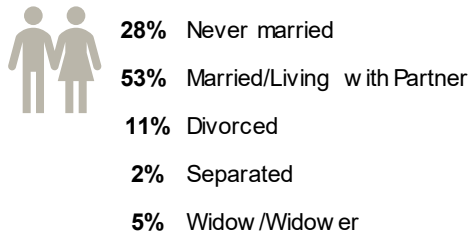
Household Income



Adults in HH



Marital Status



Employment



Political Party

