

Vapers Panel Survey to Measure Attitudes and Behaviours Regarding Vaping Products - June 2019 - Final Report

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Vapers Panel Survey to Measure Attitudes and Behaviours Regarding Vaping Products – June 2019 - Final report

Prepared for Health Canada by Environics Research

July 2019

This public opinion research report presents the results of an online survey conducted by Environics Research on behalf of Health Canada. The research was conducted between May 27 and June 25, 2019 with Canadians aged 15 and over who are vapers.

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Executive summary

Background and objectives

The Government of Canada has introduced new legislation to regulate the manufacture, sale, labelling and promotion of vaping products in Canada. The goal is to protect youth and non-users of tobacco products from nicotine addiction and inducements to tobacco use, while allowing adults to legally access vaping products as a less harmful alternative to tobacco.

While vaping products have been in the North American market for approximately a decade, data are limited on the knowledge, attitudes and beliefs of Canadians as they relate to vaping products. This public opinion research monitors how the new regulatory regime is affecting consumer behaviour with respect to vaping products and will inform policy and regulatory decision making in the face of a rapidly changing market. Health Canada is interested in better understanding how Canadians are using vaping products and with potential signs of an increase in vaping among youth, this research monitors the opinions and behaviours of this group.

The main objective of this research is to gather information on the attitudes and behaviours of Canadians who are regular vapers aged 15 years and older with respect to vaping products. It builds upon the previous edition of research conducted in February of 2019 and, as it contains a sizeable sample of youth and young adult respondents, both provides consistent monitoring of these groups over time and allows them to be consistently compared to the larger population of adult vapers.

The specific research objectives were to:

- Measure Canadian regular vapers' level of awareness and knowledge of vaping products;
- Gather information on Canadian regular vapers' behaviours with respect to vaping products, including product evolution;
- Gather information on the vaping devices and e-liquids currently being used by Canadian vapers;
- Monitoring the progress of how the new regulatory regime may be affecting consumer behaviour with respect to vaping products.

Methodology

To address the research objectives, an online survey was conducted with Canadians aged 15 and older who are regular vapers – defined as those who vaped at least once a week for the past four weeks. Environics conducted a total of 2,043 surveys with this target audience between May 27 and June 25, 2019.

Survey respondents were drawn from among panels of individuals who have agreed to participate in online surveys. The data have been weighted to reflect the demographic composition of regular vapers in Canada according to the 2017 Canadian Tobacco Alcohol and Drugs Study (CTADS). The approach mirrors what was done in the previous edition (February 2019) in order to ensure the results were as comparable as possible. Because the sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated, and the results cannot be described as statistically projectable to the target population.

Three age groups are discussed throughout the report and defined as follows: youth vapers (15-19 years old), young adult vapers (20-24 years old) and adult vapers (25+ years old).

Contract value

The contract value was \$148,172.38 (HST included).

Key findings

The results of this research further confirm the differences in use and perceptions of vaping between adults and youth/young adults that were previously uncovered in the February 2019 survey. Adult vapers aged 25 and older are most likely to be current or former smokers who are using vaping products to quit smoking or reduce the number of cigarettes they smoke. In contrast, youth and young adult vapers take a more recreational approach to vaping and are more likely to see it as appealing in its own right: they are more likely to vape because of the flavours (and report greater switching between flavours), because it's fun or they can do tricks, and they have a greater tendency to vape with others in social settings.

This most recent edition of the research also uncovered some changes since February 2019 in how vaping products are being consumed by Canadians. At this point it is unclear whether these differences represent genuine trends, but are worth monitoring in future research:

- The proportion of regular vapers who consider themselves daily vapers increased by four (among nicotine liquid users) and five (among non-nicotine liquid users) percentage points, possibly indicating that vaping is becoming a more permanent part of vapers' lives.
- The proportion of regular vapers who report having never smoked has increased within each age group, meaning that current and former smokers are less represented in the current sample. At this point it is not clear whether this is a function of the sample of vapers included in this survey, or in fact that more people are starting to vape without seeing it as a method of quitting smoking.
- Whereas half (50%) of those who started smoking before vaping in the February edition reported that they now smoke fewer days per week and fewer cigarettes per day, the comparable proportion in this edition is only 42 percent. This could be an indication that vaping is becoming more of a complimentary vehicle for nicotine as opposed to an alternative one.

The key findings of each major section of the research are summarized below:

Vaping use and attitudes

- Regular vapers are younger, include a greater proportion of males, and are overrepresented in B.C. and underrepresented in Ontario compared to the overall Canadian 15+ population. Two thirds (68%) vape with liquids containing nicotine and one-third (37%) vape non-nicotine liquids. Just under half (47%) describe themselves as daily vapers, and the majority (54%) have been vaping for more than a year (although youth and young adult vapers are more likely to have picked it up recently). A majority (52%) say they have five or fewer vaping sessions on the days they vape. A plurality of vapers (46%) say they sometimes vape with others and sometimes vape alone, while the remainder are divided between those who mostly vape alone (29%) or mostly vape with other people (23%).
- By far the most popular type of vaping device are those with a refillable tank ('mods'), used by seven in ten regular vapers. Devices with pre-filled cartridges/pods are used by one-third (35%) of regular vapers, but by a higher-than-average proportion of youth and young adults.
- Three quarters (74%) of regular vapers have switched liquid flavours at least once since starting to vape. The most common reason for switching is to experiment with the flavours, but some mention that their choice depends on their mood or that the flavour choices help them gradually reduce the amount they smoke.
- Vape shops are the main source of vaping devices and liquids, regardless of age, although the proportion who purchase online is higher for young adult vapers, while youth vapers are relatively more likely to get their vaping products from friends or others. One in three (32%) regular vapers are always or often asked to provide proof of age when purchasing in-store or online - youth (52%) and young adult vapers (60%) are more likely to encounter this requirement.
- Less than half (45%) of regular vapers have tried to reduce how often they vape and one in four (24%) have tried to quit. One in three (33%) plan to quit vaping in the next year, skewing strongly to those who have tried to quit before (65%). Regular vapers also report a high degree of switching between nicotine and non-nicotine varieties and between varying nicotine strengths (both of which are more common among vapers who also smoke).
- The perceived level of harm from vaping is strongly dependent on the presence of nicotine: vapers are more than twice as likely to see nicotine vaping products as harmful to people's health as non-nicotine vaping products. However, both are considered much less harmful than cigarettes. Those who see vaping as harmful most commonly cite lung problems (e.g. popcorn lung) or harmful chemicals in the vaping liquid.
- Reasons for vaping depend on smoking history, with dual users and former smokers most commonly using it for smoking reduction/cessation. Never smokers – most of whom (61%) are youth or young adult vapers - choose to vape because not just because they see it as a healthier option than smoking (every age group cites this as a main reason) but because they like the flavours/smells, find it fun/exciting or enjoy it as a social activity.

Vaping information and advertising

- Six in ten vapers say they recall recent advertising or promotional materials about vaping; this is particularly high among young adults (76%). Recall is most widespread for information about vaping products in general or about a specific brand of vaping device, or links to online shopping. Social media, especially Facebook and Instagram, is the most widely recalled location for this material. This social media material is mostly perceived to be paid content from a company, aimed either at people who already vape or people who smoke cigarettes and are trying to quit (rather than at those who don't currently vape or smoke).

Cigarette use

- Just over half of vapers (56%) also smoke cigarettes and most of these dual users (86%) tried cigarettes first (vs. 12% who vaped first). However, this varies by age: dual use is less widespread among youth vapers (34%), and a relatively higher proportion of this group tried vaping before cigarettes (32%).
- Dual users who smoked first say vaping has reduced their frequency of smoking. The main reason given for continuing to smoke while vaping is that the addiction to cigarettes is just too strong, making it hard to give them up.
- Among dual users who vaped first, smoking has typically increased their vaping frequency. This segment identifies curiosity as the most common reason why they picked up smoking (in addition to vaping), but almost half (47%) could not provide a reason for why they started.
- Vaping products with nicotine play an important role in smoking cessation attempts by dual users and were used by seven in ten former smokers when quitting. Majorities of both former smokers and dual users trying or planning to quit believe it is (or was) important to have a range of vaping flavours available to them for that purpose. Around half (47%) of dual users who are trying to quit smoking sought advice on how to use vaping; one-third (34%) of dual users who are trying to quit or cut down have a specific plan in mind for how to go about doing that.
- Three in ten (31%) vapers are aware of nicotine salts and 16 percent have used them; both awareness and use are higher among youth and young adults than among adult vapers. Heated tobacco products are slightly better known (42%) but no more widely used (17%). Young adults and adults are more likely than youth vapers to be aware of heated tobacco products.

Political neutrality statement and contact information

I hereby certify as senior officer of Environics that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada, and Procedures for Planning and Contracting Public

Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

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Introduction

Background

The Government of Canada has introduced new legislation to regulate the manufacture, sale, labelling and promotion of vaping products in Canada. The goal is to protect youth and non-users of tobacco products from nicotine addiction and inducements to tobacco use, while allowing adults to legally access vaping products as a less harmful alternative to tobacco.

Vaping products have been in the North American market for approximately a decade. With only a few studies available, data are limited on the knowledge, attitudes and beliefs of Canadians as they relate to vaping products. Generally, Health Canada is interested in better understanding how Canadians are using vaping products.

This public opinion research will assist in monitoring how the new regulatory regime may be affecting consumer behaviour with respect to vaping products and will help inform policy and regulatory decision making in the face of a rapidly changing market. In addition, amidst concerns about signs of an increase in the rates of vaping among youth under the age of 20, more data points are necessary to explore and monitor the opinions and behaviours of this age group.

This study builds upon the previous edition of research conducted in February of 2019 and, as it contains a sizeable sample of youth and young adult respondents, both provides consistent monitoring of these groups over time and allows them to be compared to the larger population of adult vapers.

Research objectives

The main objective of this research is to gather information on the attitudes and behaviours of Canadians who are regular vapers aged 15 years and older with respect to vaping products. Regular vapers are defined as those who vaped at least once a week for the past four weeks. The specific research objectives were to:

- Measure Canadian regular vapers' level of awareness and knowledge of vaping products;
- Gather information on Canadian regular vapers' behaviours with respect to vaping products, including product evolution;
- Gather information on the vaping devices and e-liquids currently being used by Canadian vapers;
- Monitoring the progress of how the new regulatory regime may be affecting consumer behaviour with respect to vaping products.

About the report

This report begins with an executive summary outlining key findings, followed by a detailed analysis of the survey data.

Results from the previous edition of research (February 2019) are provided as a point of comparison, but statistical testing is not done from wave to wave since they do not use probability samples. Where subgroup comparisons are given, they present only June 2019 data unless otherwise explicitly stated. Statistically significant differences between subgroups are bolded where they exist.

Three age groups are discussed throughout the report and defined as follows: youth vapers (15-19 years old), young adult vapers (20-24 years old) and adult vapers (25+ years old).

The regular vaper population is also divided into three segments based on their smoking status: dual users (daily or occasional smokers), former smokers (not currently smoking, but have smoked 100 cigarettes over their lifetime) and never smokers (have never smoked a whole cigarette or are not currently smoking and have not smoked 100 cigarettes over their lifetime).

Provided under a separate cover is a set of detailed "banner tables" presenting the results for all questions by population segments (including by region, demographics and vaping and smoking behaviours). These tables are referenced by the survey question in the detailed analysis.

A detailed description of the methodology used to conduct this research is presented in Appendix A as well as the survey instrument in Appendix B.

Throughout the report, results are expressed as percentages unless otherwise noted. Where base sizes are reported in tables and charts, they reflect the actual number of respondents who answered the question. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding.

I. Detailed findings

A. Profile of regular vapers

The table below presents an overall picture of what regular vapers (15 years and older) look like regionally and demographically, compared to Census data for the overall Canadian 15+ population. The way that regular vapers are distributed across the country differs from the overall population with vapers being overrepresented in BC and Atlantic Canada and strongly underrepresented in Ontario. Other striking demographic differences are observed in terms of age and gender: regular vapers are more likely to be men and to be younger (under 25).

Table 1: Comparison Between Census and Regular Vapers

	Canadian Population (15+)	Regular vapers (n=2,043)
Region		
Atlantic	7%	10%
Quebec	23%	27%
Ontario	38%	20%
Prairies	18%	18%
BC/Terr	14%	25%
Gender		
Woman / girl	51%	40%
Man / boy	49%	60%
Age		
15-19	7%	15%
20-24	8%	16%
25+	85%	70%
Base: All respondents.		

B. Vaping use

Type of liquids vaped

More than two thirds of regular vapers have used liquids containing nicotine in past 30 days.

Regular vapers were asked what type of liquids they have vaped in the past 30 days. Two in three regular vapers (68%) vaped liquids containing nicotine, with more than half (54%) having vaped this liquid type exclusively, both of which are consistent with the findings from February.

Table 2: Nicotine Content of Liquids Vaped in Past 30 Days

Q1: Which of the following have you done in the past 30 days?	Feb 2019 (n=2,027)	Jun 2019 (n=2,043)
Vaped liquids with nicotine only	51%	54%
Vaped liquids without nicotine only	23%	22%
Vaped both	16%	14%

Base: All respondents

Q1: Which of the following have you done in the past 30 days?	Feb 2019 (n=2,027)	Jun 2019 (n=2,043)
Vaped liquids with nicotine (Net)	67%	68%
Vaped liquids without nicotine (Net)	39%	37%
Not sure	10%	9%
Base: All respondents		

The likelihood of vaping liquids with nicotine only is higher among adult vapers over the age of 25 (57%) than youth (43%) and young adult vapers (51%); in turn, youth vapers are more likely than the adult vapers to exclusively use non-nicotine liquids (28%). These proportions do not vary notably by region, gender or other demographic segments. Adults are less likely to have used both types of liquid over the past 30 days (12%) than both young adults (21%) and youth (17%).

Frequency of vaping

Self-identified daily vaping has increased since February both overall and for those who use nicotine and non-nicotine liquids. Daily vaping continues to skew higher among those who use nicotine liquids.

For each of the types of vape liquids they report using in the past 30 days, regular vapers were asked how often they vaped that type of liquid. As in February, reported daily use remains higher among regular vapers who use liquids with nicotine (54%) than among those who use liquids without nicotine (31%) or are unsure of the nicotine content (30%); however, all three proportions have grown since February. Outside of daily vapers, regular vapers remain most likely to vape a couple days a week irrespective of the nicotine content of the liquids they vape.

Table 3: Frequency of Vaping by Nicotine Content of Liquids Vaped in Past 30 Days

Q6., Q7., and Q8. Which of the following best describes how often you vaped liquids <LIQUID TYPE> in the past 30 days?	With Nicotine		Without Nicotine		Unsure of Nicotine Content	
	Feb 2019 (n=1,367)	Jun 2019 (n=1,401)	Feb 2019 (n=789)	Jun 2019 (n=760)	Feb 2019 (n=253)	Jun 2019 (n=261)
I vaped them every day	50%	54%	26%	31%	26%	30%
I vaped them at least once a week, but not daily	43%	41%	60%	57%	57%	52%
A couple times a week	31%	32%	39%	42%	35%	30%
Weekends only	10%	8%	18%	14%	21%	22%
Other	1%	1%	3%	1%	2%	<1%
I vaped them less than weekly, but at least once in the past 30 days	7%	6%	14%	12%	17%	19%
Base: All respondents						

Table 4 below summarizes the total proportion of regular vapers who self-identify as daily vapers (those who say they vape at least one of the vape liquid types every day) versus non-daily vapers (those who do not use any type of vape liquid daily). Note, this "daily vaper" category is based on self-identification only.

The proportion of vapers who identify as daily vapers is larger than in February 2019 (47% compared to 42%) and conversely, the proportion of non-daily vapers is lower (53% vs. 59% in February).

Regular vapers are more likely to self-identify as non-daily vapers than as daily vapers among every demographic group except those living in the Atlantic provinces (where 55% are daily vapers). There are no significant differences by age or gender. Reported daily vaping also skews higher among those with lower levels of education (50% with a high school education or less and 48% with college or some university, vs. only 42% of those with a university degree).

Table 4: Comparison of Daily Vapers vs. Non-Daily Vapers

Q6., Q7., and Q8. Which of the following best describes how often you vaped liquids <LIQUID TYPE> in the past 30 days?	Daily Vaper		Non-Daily Vaper	
	Feb 2019 (n=863)	Jun 2019 (n=963)	Feb 2019 (n=1,164)	Jun 2019 (n=1,080)
Base: All respondents				

Base: All respondents

Q6., Q7., and Q8. Which of the following best describes how often you vaped liquids <LIQUID TYPE> in the past 30 days?	Daily Vaper		Non-Daily Vaper	
	Feb 2019 (n=863)	Jun 2019 (n=963)	Feb 2019 (n=1,164)	Jun 2019 (n=1,080)
Total	42%	47%	58%	53%
Region				
Atlantic	48%	55%	52%	45%
Quebec	44%	47%	56%	53%
Ontario	39%	44%	61%	56%
Prairies	44%	47%	56%	53%
BC/Terr	42%	46%	58%	54%
Gender				
Woman / girl	43%	47%	57%	53%
Man / boy	42%	47%	58%	53%
Age				
15-19	43%	42%	57%	58%
20-24	38%	46%	62%	54%
25+	43%	48%	57%	52%
Base: All respondents				

Number of daily vaping sessions

A quarter of vapers have only one or two discrete vaping sessions each day. Only one in five vapes within five minutes of waking up.

Regular vapers were asked how many vaping sessions they normally have during a typical day. The number of discrete vaping sessions in a day ranges considerably, with a quarter of vapers who have one or two sessions (26%), to one in ten (11%) who have more than ten sessions per day. Daily vapers have far more sessions in a typical day (45% have at least six sessions per day, versus 11% of non-daily vapers).

Table 5: Number of Vape Sessions

Q9. On the days you vape, how many times do you usually pick up your vaping device to vape?	Jun 2019 (n=2,043)	Daily Vaper (n=963)	Non-Daily Vaper (n=1,080)
Once / day	10%	2%	18%
Twice / day	16%	6%	24%
3 to 5 times / day	26%	28%	25%
6 to 10 times / day	16%	24%	8%
More than 10 times / day	11%	21%	3%
Not sure	21%	21%	21%
Base: All respondents			

Time after waking before vaping. When daily vapers were asked how soon they vape after waking up in the morning, two in ten say it is within the first 5 minutes while the plurality (42%) say it is between six and 30 minutes. The remainder first vape between 31 and 60 minutes (22%) or more than an hour after waking (16%).

Table 6: How Soon After Waking to Vape

Q10. How soon after you wake up do you vape?	Daily Vapers (n=963)
Base: Daily vapers	

Base: Daily vapers

Q10. How soon after you wake up do you vape?	Daily Vapers (n=963)
Within 5 minutes	20%
6-30 minutes	42%
31-60 minutes	22%
More than 60 minutes	16%
Not sure	<1%
Base: Daily vapers	

Length of time vaping

Three quarters of regular vapers began vaping within the last three years; the proportion who have been vaping for less than a year skews higher among those aged 15 to 19.

The length of time vaping is consistent with the February 2019 results. A third of all regular vapers (34%) have been vaping for less than a year, including one in five (22%) who have been vaping for six months or less. Over half (52%) have been vaping for between one and six years. Very few (2%) have been vaping for seven or more years.

Length of time vaping is related to age. Youth (45%) and young adults (41%) are more likely than their adult counterparts (30%) to have been vaping for less than a year.

Table 7: Length of Time Vaping

Q12. How long have you been vaping?	Feb 2019 (n=2,027)	Jun 2019 (n=2,043)	15-19 (n=316)	20-24 (n=325)	25+ (n=1,402)
Less than a year (Net)	36%	34%	45%	41%	30%
1-6 months	23%	22%	29%	28%	19%
7-12 months	13%	12%	16%	13%	11%
1-3 years	43%	42%	39%	41%	43%
4-6 years	11%	10%	4%	7%	12%
7+ years	2%	2%	1%	1%	2%
Not sure	9%	11%	10%	10%	12%
Base: All respondents					

Vaping with others

Vapers generally vape both alone and with others; around a quarter say they mostly vape socially with others and three in ten say they mainly vape alone. Youth skew toward social vaping while adults skew toward vaping alone.

To get a sense of the connection between vaping and social interaction, regular vapers were asked about whether they vape more often with other people or alone. The most common response is that they sometimes vape alone and sometime with others (46%), with the remainder split between those who mostly vape with other people (23%) and those who mostly vape alone (29%).

Age is a strong factor influencing social versus solitary vaping. The proportion who mostly vape with others is highest among youth (45%) and declines with age (to 18% of those aged 25+).

Table 8: Vaping With Others or Alone

Q13. How often do you vape in the company of others, such as friends, family or co-workers, who are vaping or smoking versus vaping alone?	Jun 2019 (n=2,043)	15-19 (n=316)	20-24 (n=325)	25+ (n=1,402)
I mostly vape with other people	23%	45%	28%	18%
I sometimes vape with others and sometimes vape alone	46%	43%	54%	45%

Base: All respondents

Q13. How often do you vape in the company of others, such as friends, family or co-workers, who are vaping or smoking versus vaping alone?	Jun 2019 (n=2,043)	15-19 (n=316)	20-24 (n=325)	25+ (n=1,402)
I mostly vape alone	29%	11%	18%	36%
Not sure	1%	2%	1%	1%
Base: All respondents				

There are no differences in whether people mostly vape alone or with others in terms of region or gender, but those with household incomes below \$80k are more likely to mostly vape alone (34%) than those with higher incomes. Vaping frequency is also relevant as non-daily vapers are more likely to mostly vape with others than are daily vapers (28% compared to 18%), as are those who only have one or two vaping sessions a day (34%) compared to those who have five or more sessions a day (15%).

Vaping device type

By far the most popular vaping devices are those with a tank that can be refilled, with only half as many who report using devices with pre-filled cartridges or pods.

Regular vapers were shown images of vaping device types and asked which they are currently using. Seven in ten (70%) use a 'mod' type of vaping device which has a tank that can be refilled with liquids. Around a third (35%) use a device with pre-filled cartridges or pods, while one in ten (12%) use a disposable device that is not refillable or rechargeable. Very few use a different type not identifiable in the images provided (4%).

Table 9: Type of Vaping Device Used

Q11. Which of the following images best represents the vaping device you are currently using?	Jun 2019 (n=2,043)	Daily Vapers (n=963)	Non-Daily Vapers (n=1,080)	15-19 (n=316)	20-24 (n=325)	25+ (n=1,402)
Vaping device with a tank that you fill with liquid (e.g. mods)	70%	74%	67%	64%	67%	72%
Vaping device with replaceable pre-filled cartridges or pods	35%	37%	32%	45%	53%	29%
Disposable (not refillable or rechargeable) vaping device (e.g. cig-a-like)	12%	11%	14%	5%	11%	14%
Another type of device not shown	4%	4%	4%	6%	6%	3%
Not sure	1%	<1%	1%	1%	0%	1%
Base: All respondents						
Note: As respondents could choose more than one device, the totals add up to more than 100%.						

A 'mod' vaping device is the most commonly used device among regular vapers in all regions and demographic groups but is higher among those in Atlantic Canada (79%), daily vapers (74%), adult vapers (72%) and men (72%). Devices with pre-filled replaceable pods or cartridges skew higher among young adult vapers, those who have been vaping for less than a year and women. Disposable devices are more common among regular vapers with a university education (22%).

Vaping liquid flavour switching

The main reason for switching flavours is wanting to experiment with the flavours; adult smokers and current smokers are also switching flavours to help them quit smoking cigarettes.

The majority (74%) of regular vapers say they have switched vaping liquid flavours at least once since they started vaping compared to a quarter (23%) who have stuck to the same flavour since they started. Regular vapers in Quebec are more likely than in other regions to show a preference for using a single flavour (28%).

A majority in every age group have switched flavours at some point but youth and young adults are more likely to have done so than adults. Youth and young adults are also more likely to have switched three or more times than adults.

Table 10: Flavour Switch Since Starting to Vape

Q14. Since you started vaping, have you...?	Jun 2019 (n=2,043)	15-19 (n=316)	20-24 (n=325)	25+ (n=1,402)

Q14. Since you started vaping, have you...?	Jun 2019 (n=2,043)	15-19 (n=316)	20-24 (n=325)	25+ (n=1,402)
Stuck to the same vaping liquid flavour as when you started	23%	14%	18%	26%
Switched flavour at least once (Net)	74%	83%	80%	71%
Switched vaping liquid flavour once or twice	44%	44%	43%	44%
Switched vaping liquid flavour three or more times	30%	39%	37%	27%
Not sure	3%	3%	2%	3%
Base: All respondents				

Reasons for flavour switching. Those who have used different flavoured vaping liquids were asked about their main reasons for switching flavours. The most common reason is to experiment with the flavours (62%). Others say it depends on their mood (33%), that switching helps them gradually reduce or quit cigarette smoking (22%) or that they just buy what is available to them (19%).

Switching flavours as a way to help reduce/quit smoking is more common among adult vapers (26%), as well as current (28%) and former (20%) smokers. Youth and young adult vapers (23% each) are more likely than adult vapers (17%) to say they buy what is available to them.

Table 11: Reasons for Switching Vaping Liquid Flavours

Q15. What are the main reasons you switch vaping liquid flavours?	Feb 2019 (n=1,448)	Jun 2019 (n=1,525)	15-19 (n=260)	20-24 (n=262)	25+ (n=1,003)
I like to experiment with the flavours	53%	62%	69%	65%	59%
It depends on my mood	35%	33%	30%	38%	33%
Helps me gradually quit or reduce smoking cigarettes	24%	22%	8%	19%	26%
I buy what is available to me	18%	19%	23%	23%	17%
I buy whatever is the cheapest	n/a	17%	18%	16%	17%
Other	3%	3%	1%	2%	3%
Not sure	1%	1%	<1%	1%	1%
Base: Those who use have used different flavoured vape liquids					

Sources of devices and liquids

Vape shops remain the top source for vaping devices and liquids. However, obtaining vaping products through friends or other people is more widespread among vapers who are not yet of legal age.

Vape shops are the top source for both devices (67%) and liquids (56%), consistent with the findings from February 2019. The next most common sources are online sources (22% for devices and 23% for liquids) and convenience stores (19% and 25%, respectively). Online purchases are more common among young adult vapers (28% for devices and 33% for liquids) than among youth or adult vapers. Youth are less likely to buy devices at convenience stores (13%) than those in the older groups while young adults are more likely to purchase liquids from convenience stores (37%) than youth or adults.

Table 12: Sources of Devices and Liquids

Q16A. and Q16B. From where do you usually get your vaping devices / liquids?	Devices		Liquids	
	Feb 2019 (n=2,027)	Jun 2019 (n=2,043)	Feb 2019 (n=2,027)	Jun 2019 (n=2,043)
I buy it myself at a vape shop	71%	67%	62%	56%
I buy it myself online	21%	22%	22%	23%
I buy it myself at a convenience store	19%	19%	23%	25%
I buy it myself at other retail stores	17%	16%	17%	17%

Base: All respondents

Q16A. and Q16B. From where do you usually get your vaping devices / liquids?	Devices		Liquids	
	Feb 2019 (n=2,027)	Jun 2019 (n=2,043)	Feb 2019 (n=2,027)	Jun 2019 (n=2,043)
I buy it from a friend	13%	14%	14%	14%
A friend gives/lends it to me	13%	13%	12%	13%
I ask someone to buy it for me	10%	11%	11%	12%
A family member gives/lends it to me	10%	9%	12%	11%
I buy it from someone else	9%	9%	10%	11%
Someone else gives/lends it to me	8%	8%	9%	10%
Other	1%	1%	1%	1%
Not sure	2%	3%	2%	3%
Base: All respondents				

Vapers of legal age to buy tobacco products in their province are more likely than those who are not of legal age to get devices and liquid from sources where proof of age is likely to be required (such as convenience and other retail stores and online). In turn, vapers below their province's legal age are more likely to get devices and liquids from friends or others (non-family), or to ask someone to buy it for them.

Table 13: Sources of Devices and Liquids by Legal Age¹

Q16A. and Q16B. From where do you usually get your vaping devices / liquids?	Devices		Liquids	
	Provincial Legal Age (n=1,820)	Below Provincial Legal Age (n=223)	Provincial Legal Age (n=1,820)	Below Provincial Legal Age (n=223)
I buy it myself at a vape shop (in-person)	70%	39%	59%	31%
I buy it myself online	22%	14%	24%	15%
I buy it myself at a convenience store	20%	10%	26%	16%
I buy it myself at other retail stores	17%	6%	18%	13%
I buy it from a friend	12%	26%	13%	26%
A friend gives/lends it to me	11%	24%	12%	25%
I ask someone to buy it for me	9%	26%	10%	32%
A family member gives/lends it to me	9%	8%	10%	15%
I buy it from someone else	8%	16%	11%	17%
Someone else gives/lends it to me	8%	11%	9%	11%
Other	1%	1%	1%	1%
Not sure	3%	2%	3%	2%
Base: All respondents				

Proof of age when purchasing

One in three regular vapers and about half of youth vapers who buy devices or liquids from a store or online are regularly asked to provide proof of age. When purchasing online, it remains more common to be asked for photo ID than to click a button attesting to age.

Regular vapers who purchase vaping products either in-store or online were asked about how often they have to prove their age. Consistent with the findings from February 2019, one in three (32%) say they always or often have to prove their age when purchasing in-store or online, while three in ten (30%) do so sometimes or rarely and almost four in ten (38%) say they never have to do so.

Table 14: Proof of Age when Purchasing In-store or Online

Q17. How often do you have to prove your age when buying your vaping products either online or at a shop?	Feb 2019 (n=1,870)	Jun 2019 (n=1,833)
Always/Often (Net)	33%	32%
Always	18%	16%
Often	15%	16%
Sometimes	16%	17%
Rarely	13%	13%
Never	38%	38%
Base: Those who buy devices/liquids at a store or online		

Proof of age is more likely to be asked (always or often) of youth (52%) and young adult (60%) vapers than adult vapers (23%), although it remains far from universal. Among those below the provincial legal age, less than half (44%) are always or often asked to prove their age when buying vaping products.

Table 15: Frequency of Age Verification When Purchasing In-store or Online Tracking by Age

Q17. How often do you have to prove your age when buying your vaping products either online or at a shop?	15-19 (n=213)	20-24 (n=305)	25+ (n=1,315)	Provincial Legal Age (n=1,705)	Below Provincial Legal Age (n=128)
Always/Often (Net)	52%	60%	23%	31%	44%
Always	25%	32%	11%	15%	22%
Often	27%	28%	12%	16%	22%
Sometimes	23%	23%	15%	16%	23%
Rarely	15%	13%	12%	12%	17%
Never	10%	5%	50%	40%	14%
Base: Those who buy devices/liquids at a store or online					

Regular vapers were asked about the type of proof required the most recent time they bought vaping products online. Similar to the findings from February 2019, the majority (62%) showed or scanned photo identification, compared to one-third (35%) who clicked a button indicating they are 18 years or older. Young adult vapers are more likely to have been asked to show photo ID (71%) compared to adult (58%) and youth (60%) vapers.

Table 16: Type of Proof Used to Verify Age When Purchasing Online

Q18. Thinking of the most recent time you were asked to prove your age when buying vaping products online, what kind of proof were you asked to provide?	Feb 2019 (n=494)	Jun 2019 (n=537)
Show/scan your photo ID (e.g., driver's license)	57%	62%
Click a button indicating you are 18 years or older	39%	35%
Other	1%	1%
Not sure	3%	2%
Base: Those who had to prove their age when buying vaping products online		

Quitting/reducing frequency of vaping

Almost half of regular vapers have tried to reduce how often they vape and a quarter have tried to quit. One in three plan to quit in the next year, skewing strongly toward those who have tried to quit before.

More than four in ten (45%) regular vapers say they have tried to reduce their frequency of vaping at some point in the past, and one in four (24%) say they have tried to stop altogether; both proportions are consistent with the findings from February 2019.

Table 17: Past Attempts to Stop or Reduce Vaping Frequency

Q19A. and Q19B. Have you ever tried to...?	Feb 2019 (n=2,027)	Jun 2019 (n=2,043)	15-19 (n=316)	20-24 (n=325)	25+ (n=1,402)
Reduce frequency of vaping	47%	45%	49%	56%	42%
Stop vaping	25%	24%	26%	30%	22%
Base: All respondents					

Attempts to reduce vaping frequency are relatively higher among vapers under the age of 25 (52%), while attempts to quit are highest among young adult vapers (30%). Quit attempts skew higher among dual users (25%), while attempts to reduce vaping frequency skew higher among never smokers (48%).

Looking to the future, six in ten (59%) regular vapers plan to quit vaping at some point, including one in three (33%) who plan to quit within the next year. The greatest single predictor of quit intentions is previous attempts to quit: two-thirds (65%) of those who have previously tried to quit vaping say they plan to stop in the next year (compared to 22% who have never tried to quit).

Table 18: Intention to Quit Vaping

Q22. Do you plan to stop vaping....?	Feb 2019 (n=2,027)	Jun 2019 (n=2,043)
Yes, plan to quit (Net)	60%	59%
Yes, within the next year (Net)	35%	33%
Yes, in the next month	9%	8%
Yes, in the next 6 months	13%	13%
Yes, in the next year	12%	11%
Yes, more than a year from now	3%	4%
Yes, I plan to stop vaping, but I don't know when	22%	22%
No, I do not plan to stop vaping	29%	28%
Not sure	11%	13%
Base: All respondents		

Intentions to quit in the next year are also more widespread among young adult vapers (37%), those who have been vaping for less than a year (40%) and those who vape non-nicotine varieties exclusively (36%). There is no difference in quit intention over the next year based on vaping frequency in terms of either daily versus non-daily vaping or the number of vaping sessions per day.

Switching nicotine strength

Regular vapers commonly switch between nicotine and non-nicotine vaping liquids and between varying nicotine strengths. This is especially true among those who vape more often and vapers who also smoke.

In addition to quitting and vaping reduction behaviours, the survey explored the extent of switching between nicotine and non-nicotine vaping liquids and between nicotine strengths.

Switching habits among nicotine/non-nicotine exclusive users. Among regular vapers who exclusively vaped either nicotine or non-nicotine liquids in the past month (76% of the total sample), a majority (65%) have made at least one switch. Within this group, the most common switch is from higher to lower nicotine strengths (47%); about one-third have each tried switching between nicotine and non-nicotine liquids (36%) and switching from lower to higher nicotine strengths (34%). These proportions are consistent with the findings from February 2019. Those who vape more often (i.e., daily instead of non-daily and more sessions per day) are more likely to switch nicotine concentrations, regardless of the direction.

Table 19: Switching Vape Liquid Type and Strength by Vaping Frequency

Q20A-C. Have you ever...?	Feb 2019 (n=1,516)	Jun 2019 (n=1,541)	Daily Vapers (n=753)	Non-Daily Vapers (n=788)
Switched from higher to lower nicotine strength	49%	47%	57%	38%

Base: Those who vaped nicotine or non-nicotine liquids exclusively in past 30 days

Q20A-C. Have you ever...?	Feb 2019 (n=1,516)	Jun 2019 (n=1,541)	Daily Vapers (n=753)	Non-Daily Vapers (n=788)
Switched between nicotine and non-nicotine vaping liquids	36%	36%	35%	36%
Switched from lower to higher nicotine strength	34%	34%	42%	27%
None of the above	35%	35%	26%	44%
Base: Those who vaped nicotine or non-nicotine liquids exclusively in past 30 days				

Finally, dual users and former smokers are more likely than never smokers to have switched from higher to lower nicotine strength. Dual users are also the most likely to have gone in the other direction (lower to higher strength) and to have switched between nicotine and non-nicotine varieties.

Table 20: Switching Vape Liquid Type and Strength by Cigarette Smoking Status

Q20A-C. Have you ever...?	Dual users (n=851)	Former smokers (n=312)	Never smokers (n=358)
Switched from higher to lower nicotine strength	49%	59%	33%
Switched between nicotine and non-nicotine vaping liquids	39%	31%	32%
Switched from lower to higher nicotine strength	41%	27%	26%
None of the above	31%	31%	50%
Base: Those who vaped nicotine or non-nicotine liquids exclusively in past 30 days			

Switching habits among users of both nicotine/non-nicotine. Among regular vapers who vaped both liquids with and without nicotine in the past 30 days (14% of total sample), the majority (70%) switch between the two types of liquids throughout the day or week, while more than four in ten (44%) switch between differing nicotine strengths throughout the day/week – the latter of which has increased in reported frequency since February 2019. As before, just over half (55%) say they are trying to switch from nicotine to non-nicotine liquids, and slightly fewer (48%) are trying to switch from higher to lower nicotine strengths.

Dual users are more likely than those who have never smoked to be switching between nicotine and non-nicotine liquids throughout the day/week and to be trying to switch from nicotine to non-nicotine liquids. Former smokers are more likely to say they are attempting to switch from a higher to a lower nicotine strength. There are no differences when comparing daily vapers to non-daily vapers.

Table 21: Switching Nicotine Strength of Vape Liquids

Q21A-D. You mentioned that you have vaped liquids with nicotine and without nicotine in the past 30 days. Are you...?	Feb 2019 (n=320)	Jun 2019 (n=310)	Dual users (n=203)	Former smokers (n=34)	Never smokers (n=69)
Switching between nicotine and non-nicotine liquids throughout day/week	68%	70%	73%	73%	56%
Switching between higher and lower nicotine strengths throughout day/week	37%	44%	43%	54%	40%
Trying to switch from nicotine to non-nicotine liquids	54%	55%	58%	53%	44%
Trying to switch from higher to lower nicotine strengths	47%	48%	47%	64%	42%
None of the above	12%	11%	11%	9%	11%
Base: Those who vaped both nicotine and non-nicotine liquids in past 30 days					

Vaping harm statements

While cigarettes are almost universally seen as harmful to the users' health, perceived harm from vaping is strongly related to the presence of nicotine in vaping liquids – vapers are more than twice as likely to see nicotine vaping as harmful than non-nicotine vaping.

Regular vapers were asked their perceptions of the level of potential harm from vaping and from regular cigarettes. Perceptions of harm differ substantially, from seven in ten who say regular cigarettes are very harmful (72%), compared to much lower proportions who say the same about vaping products, whether they contain nicotine (21%) or not (6%).

The results provide a clear indication, however, that nicotine is a major factor influencing the perceived level of harm: the proportion who say vaping is at least somewhat harmful is much higher for products with nicotine (71%) than without (31%).

Table 22: Perceived Harm Associated With Vaping Products and Cigarettes

Q23A-C. In your opinion, how harmful, if at all, do you think each of the following are to the health of the person using them?	Cigarettes	Vaping products WITH nicotine	Vaping products WITHOUT nicotine
Very or somewhat harmful (Net)	91%	71%	31%
Very harmful	72%	21%	6%
Somewhat harmful	20%	50%	25%
Not very or not at all harmful (Net)	8%	26%	64%
Not very harmful	6%	21%	42%
Not at all harmful	2%	5%	22%
Not sure	1%	3%	5%
Base: All respondents (n=2,043)			

There are some notable subgroup differences in perceived harm (i.e., those saying very or somewhat harmful) of each type of product:

- Youth are less likely to perceive harm in vaping without nicotine (24%) than are vapers in other age categories (34% among young adults and 32% among adults).
- Men and women share similar perceptions about the harm from both cigarettes and vaping products without nicotine, but women are more likely to believe vaping with nicotine to be harmful (75% compared to 69% of men).
- Those who vape less frequently perceive greater harm from vaping with nicotine than do those who vape more frequently. This is true when looking at non-daily vapers compared to daily vapers (76% and 66%, respectively) and daily vapers who vape fewer than five times a day compared to daily vapers who vape five or more times a day (78% and 67%, respectively).
- Those who have been vaping for less than a year are more likely to believe vaping with nicotine to be harmful (78%) compared to those who have been vaping longer (69%). They are, however, no more likely to see harm in vaping without nicotine.
- Regular vapers with children living in their household are more likely than those without children to perceive harm from vaping products with nicotine (74% vs 69%) and without (36% vs 30%).

Ways in which vaping poses a risk to health. Those who said that vaping products (with or without nicotine) pose any sort of health risk (i.e., gave an answer besides 'not at all harmful') were asked to explain the ways in which they feel it poses a risk (unprompted, without providing response options). The most commonly mentioned risks are those related to the negative effects on the lungs, including references to 'popcorn lung' (25%). Other concerns include the absorption of chemicals into the body (11%), the risk of addiction (7%) and the presence of nicotine (7%). One in three were unable to articulate how vaping poses a risk to a person's health.

Table 23: Ways That Vaping Poses a Risk to Health

Q24. In what ways, if any, do you think vaping poses a risk to the health of the person using it?	Those who say vaping is harmful (n=1,910)
Negative effects on Lungs (Net)	25%
Lung problems/diseases/popcorn lung	15%
Inhaling smoke/vapour into lungs is harmful	6%
Accumulation/build up of water around and in the lungs	2%
Causes lung cancer	2%
Causes difficulty in breathing	2%
Chemicals in the mixture/liquid will be absorbed in the body	11%
Addictive/would lead to addiction	7%
Vaping is harmful when combined with nicotine	7%
Hasn't been tested/studied enough to know its long-term effects	5%

Base: Those who say vaping is harmful

Note: Only responses given by at least 2% of respondents are shown.

Q24. In what ways, if any, do you think vaping poses a risk to the health of the person using it?	Those who say vaping is harmful (n=1,910)
Any kind of smoking is bad to the health	5%
It causes cancer (general)	3%
Depends on level of nicotine present	3%
Depends on how often it is used	2%
Heart problems	2%
It is bad/dangerous (general)	2%
Other	1%
Nothing/not risky	5%
Not sure	35%
Base: Those who say vaping is harmful Note: Only responses given by at least 2% of respondents are shown.	

Adults are less likely to provide a response about vaping negatively affecting the lungs (23%) than youth (30%) and young adults (34%).

C. Information/advertising

Recent recall of ads/promo material about vaping

Six in ten regular vapers recall seeing or hearing ads/promotions about vaping in the past 30 days. Recall is highest among young adults, but youth vapers are also more likely to recall it than adult vapers. General product information and ads for specific brands are the most commonly recalled ads or promotions.

The survey asked regular vapers about the types of advertising or promotional materials about vaping they have seen or heard in the past 30 days. When provided with a list, a majority (60%) recalled at least one type of advertising or promotional material. Recall of any advertising is highest among young adult vapers (76%), followed by youth (63%) and lowest among adult vapers (55%). Recall is lower among former smokers (45%) and in Quebec (55%) and Atlantic Canada (52%) than in other regions.

Recall is most common for information about vaping products in general (25%) and about particular brands of vaping device (20%), followed by links to online shopping for vaping devices (18%), vaping lifestyle content (17%) or advertising for specific vape shops (17%).

Due to differences in how the questions were asked in the February and June editions of the survey, no trending data is available for this section.

Table 24: Recall of Advertising/Promotional Content

Q25. What advertising or promotional material about vaping have you seen or heard in the past 30 days?	Jun 2019 (n=2,043)	15-19 (n=316)	20-24 (n=325)	25+ (n=1,402)
Recall promotional material (Net)	60%	63%	76%	55%
Information about vaping products in general	25%	23%	31%	24%
Information about a particular brand of vaping device	20%	24%	23%	19%
Links to online shopping for vaping products	18%	20%	24%	16%
Vaping lifestyle (e.g., from Instagram influencers)	17%	24%	32%	12%
Advertising for specific vape shops	17%	17%	27%	14%
How to vape	13%	14%	21%	12%
Access codes for discounts on vaping products	9%	9%	14%	8%
Vaping competitions	9%	10%	14%	7%
Base: All respondents				

Q25. What advertising or promotional material about vaping have you seen or heard in the past 30 days?	Jun 2019 (n=2,043)	15-19 (n=316)	20-24 (n=325)	25+ (n=1,402)
Vaping expos/meet-ups/conventions	7%	7%	10%	7%
Other	2%	1%	1%	2%
Do not recall promotional material	33%	26%	19%	38%
Not sure	7%	11%	5%	7%
Base: All respondents				

Location of ads/promotional material about vaping

Social media is the top recalled source of vaping advertising, particularly for youth and young adult vapers; the top recalled social media sources are Facebook and Instagram. Those who recall seeing social media content mainly believe it was paid content created by a company.

Regular vapers who recalled seeing vaping ads or promotions were asked where they had seen or heard them. The most commonly recalled source is social media (42%), followed by vape shops (37%), websites (34%) and convenience stores (25%), although several other locations were also identified.

Youth and young adult vapers are much more likely than adult vapers to have seen ads on social media. Young adult vapers are also more likely than others to recall advertising at vape shops, at events and on taxis/public transit.

Table 25: Location of Advertising or Promotional Material about Vaping

Q26. Where did you see or hear this advertising or promotional material?	Jun 2019 (n=1,245)	15-19 (n=202)	20-24 (n=249)	25+ (n=794)
Social media (Net)	42%	57%	50%	36%
Facebook	27%	26%	27%	27%
Instagram	25%	40%	38%	17%
YouTube	19%	25%	23%	16%
Snapchat	11%	23%	18%	6%
Twitter	7%	7%	7%	7%
Vape shops (physical/not online)	37%	33%	44%	36%
Website	34%	32%	35%	34%
Convenience store	25%	23%	28%	25%
Email	16%	13%	15%	17%
TV/Radio/streaming music service (e.g. Spotify)	16%	13%	17%	16%
Outdoor billboards/posters	13%	11%	15%	13%
Other store that sells cigarettes	12%	9%	13%	11%
Newspapers/magazines	11%	11%	10%	11%
Bar	10%	8%	12%	9%
At an event (concert or festival)	10%	11%	15%	7%
In the mail	8%	6%	7%	9%
On/inside taxis/public transit	7%	7%	11%	6%
Pharmacy	7%	6%	5%	8%
Recreational facilities (e.g. sports venues)	6%	5%	10%	6%

Base: Those who had seen or heard ads/promotions about vaping in past 30 days

Q26. Where did you see or hear this advertising or promotional material?	Jun 2019 (n=1,245)	15-19 (n=202)	20-24 (n=249)	25+ (n=794)
Other	1%	2%	1%	1%
Not sure	2%	1%	1%	2%
Base: Those who had seen or heard ads/promotions about vaping in past 30 days				

Among those who recall vaping advertising in the past 30 days, the most commonly recalled social media sources are Facebook (27%) and Instagram (25%), followed by YouTube (19%), Snapchat (11%) and Twitter (7%). Youth and young adults are more likely to have seen the ads on Instagram (40% and 38%, respectively) than on any other platform.

Across the country, recall of vaping ads in convenience stores is higher in Ontario (34%) and the Prairies (29%), while recall of ads in vape shops is lower in Quebec (24%). Recall of social media as the source of vaping advertising is more common among never smokers (51%), those with a high school education or less (51%) and women (49%).

Source of advertising/promotional material. Regular vapers who recall social media content about vaping are most likely to say it was paid content created by a company (59%). Only about a third say they saw content created by their friends or peers (35%) or by other people they follow (27%). The only statistically significant difference by age is that adult vapers are less likely to recall content created by people they follow other than friends/peers (23% vs. 33% for youth and young adult vapers).

Table 26: Recall of Source of Social Media Content

Q27. To the best of your knowledge, who originally created the advertising or promotional material you saw on social media?	Jun 2019 (n=540)
Paid content created by a company	59%
Content/posts created by friends/peers	35%
Content/posts created by other people you follow	27%
Not sure	13%
Base: Those who had seen or heard ads/promotions on social media about vaping in past 30 days	

Intended targets of vaping ads/promotional material. Among regular vapers who recalled recent vaping advertising (regardless of source), the majority consider the intended target to be people who already vape (70%) or people trying to quit smoking (65%). Fewer consider the intended target to be people who neither smoke nor vape (34%).

Perceptions of the intended target of the advertising vary slightly by smoking status, with dual users and former smokers more likely than never smokers to believe the intended target is people who are trying to quit cigarettes.

Table 27: Intended Target of Advertising or Promotional Material About Vaping

Q28A-C. In your opinion, were the advertisements you saw or heard meant for...?	Jun 2019 (n=1,245)	Dual users (n=748)	Former smokers (n=176)	Never smokers (n=310)
People who already vape	70%	69%	74%	69%
People who smoke cigarettes and are trying to quit	65%	67%	68%	58%
People who don't smoke cigarettes or vape	34%	35%	28%	36%
Base: Those who had seen or heard ads/ promotions about vaping in past 30 days				

D. Cigarette use

Smoking Behaviour

A majority of regular vapers also smoke cigarettes and thus are dual users. People who vape but have never smoked make up around a quarter of all regular vapers, but more than half of youth vapers.

Regular vapers were asked if they have ever smoked a whole cigarette, what their current cigarette smoking frequency is and whether they had smoked at least 100 cigarettes in their life, to identify the three following segments:

- Dual users: smoking cigarettes daily or occasionally
- Former smokers: not currently smoking, but have smoked 100 cigarettes over their lifetime
- Never smokers: have never smoked a whole cigarette or not currently smoking and have not smoked 100 cigarettes over their lifetime

The majority (56%) of regular vapers are dual users, almost a quarter (23%) are never smokers and around one in five (19%) are former smokers. There is also a small proportion (1%) who chose not to answer these questions and whose smoking status is unknown. The proportion of regular vapers who are never smokers is higher than in February 2019.

Table 28: Smoking Status of Regular Vapers

Smoking Status	Feb 2019 (n=2,027)	Jun 2019 (n=2,043)
Dual users	60%	56%
Former smokers	23%	19%
Never smokers	16%	23%
Unknown	1%	1%
Base: All respondents		

Dual usage is more common among adult (62%) and young adult (51%) vapers than among youth vapers (34%); the majority (56%) of youth vapers have never smoked before. The proportion of never smokers is consistently higher, and the proportion of dual users is consistently lower, among all age groups compared to February 2019.

Table 29: Smoking Status of Regular Vapers by Age

Smoking Status	15-19		20-24		25+	
	Feb 2019 (n=263)	Jun 2019 (n=316)	Feb 2019 (n=383)	Jun 2019 (n=325)	Feb 2019 (n=1,381)	Jun 2019 (n=1,402)
Dual users	45%	34%	56%	51%	65%	62%
Former smokers	12%	7%	12%	11%	28%	24%
Never smokers	42%	56%	29%	36%	7%	13%
Unknown	1%	3%	3%	2%	1%	1%
Base: All respondents						

The likelihood of being a dual user does not vary by gender or region but is higher among those with at least some postsecondary education (59%, vs. 52% with a high school diploma or less) and those with children in the household (63%, vs. 56% without).

Dual users and former smokers are more likely than never smokers to vape nicotine exclusively. Former smokers are most likely to consider themselves daily vapers and report the highest number of vaping sessions per day; both these proportions are lowest among never smokers (suggesting more recreational use among this group).

Table 30: Vaping Characteristics by Smoking Status

Vaping Characteristics	Dual User (n=1,153)	Former Smoker (n=378)	Never Smoker (n=485)
Q1. Which of the following have you done in the past 30 days?			
Vaped liquids with nicotine only	61%	55%	37%
Vaped liquids without nicotine only	13%	28%	38%
Vaped both	17%	9%	14%
Not sure	9%	8%	12%
Q6/7/8. Which of the following best describes how often you have vaped?			
Daily vaper	48%	66%	31%
Non-daily vaper	52%	34%	69%
Base: All respondents			

Vaping Characteristics	Dual User (n=1,153)	Former Smoker (n=378)	Never Smoker (n=485)
Q9. On the days you vape, how many times do you usually pick up your vaping device to vape?			
Once / day	9%	7%	17%
Twice / day	15%	10%	23%
3 to 5 times / day	29%	21%	25%
6 to 10 times / day	17%	20%	9%
More than 10 times / day	12%	18%	3%
Not sure	19%	24%	22%
Mean score	7.4	10.0	4.3
Base: All respondents			

Dual users

Dual users tend to be long-term smokers who started smoking before they started vaping. Dual users who smoked first are as likely to say vaping has reduced their frequency of smoking as they are to say vaping has left it unchanged. Vapers who started smoking after vaping cite curiosity, nicotine cravings and the enjoyment of smoking as the main reasons for starting and say that smoking has increased their frequency of vaping.

Length of time smoking. The length of time dual users have been smoking cigarettes varies along with age. Almost half (47%) have been smoking for 10 years or more and one in ten have been smoking for less than a year, but the length of time smoking increases as age increases.

Table 31: Length of Time Smoking

Q32. How long have you been smoking cigarettes?	Feb 2019 (n=1,222)	Jun 2019 (n=1,153)	15-19 (n=111)	20-24 (n=162)	25+ (n=880)
1-6 months	7%	7%	22%	14%	3%
7-12 months	4%	3%	3%	4%	3%
1-4 years	17%	16%	47%	36%	9%
5-9 years	12%	10%	8%	25%	8%
10-19 years	13%	16%	1%	4%	20%
20+ years	32%	31%	-	-	41%
Not sure	16%	16%	22%	17%	16%
Base: Dual users					

Number of cigarettes. Among dual users, the number of cigarettes smoked each day varies from those who only have one or two a day (21%) to those who have between 10 and 19 (24%) or more than 20 (13%). Adult dual users on average smoke roughly twice as many cigarettes per day as youth or young adults.

Table 32: Number of Cigarettes Smoked Per Day

Q33. On the days when you smoke, how many cigarettes do you typically smoke?	Jun 2019 (n=1,153)	15-19 (n=111)	20-24 (n=162)	25+ (n=880)
1-2	21%	40%	46%	14%
3-4	12%	18%	14%	11%
5-9	21%	15%	12%	23%
10-19	24%	8%	17%	27%

Base: Dual users

Q33. On the days when you smoke, how many cigarettes do you typically smoke?	Jun 2019 (n=1,153)	15-19 (n=111)	20-24 (n=162)	25+ (n=880)
20+	13%	6%	6%	16%
Not sure	10%	14%	6%	10%
Mean score	9.0	4.8	5.4	10.1
Base: Dual users				

Tried vaping or smoking first. Overall, the vast majority (86%) of dual users tried cigarettes before they tried vaping. This pattern is true regardless of age group, but youth vapers are less likely than their older counterparts to have started vaping after first smoking (67%) and more likely to say that vaping came before smoking (32%, vs. 19% of young adults and 9% of adult vapers).

Table 33: Tried Smoking or Vaping First

Q34. Which did you try first?	Feb 2019 (n=1,217)	Jun 2019 (n=1,153)	15-19 (n=111)	20-24 (n=162)	25+ (n=880)
Smoking regular cigarettes	85%	86%	67%	80%	90%
Vaping	13%	12%	32%	19%	9%
Not sure	2%	2%	2%	1%	1%
Base: Dual users					

Reason for starting smoking after vaping. Those who began smoking after vaping first were asked the reasons why (unprompted, without providing response options). This proved to be a difficult question to answer, with almost half (47%) unable to explain the reason they picked up smoking. The most common reason given is the curiosity of trying it (9%); this was mentioned more often by youth and young adults than by adults. Other reasons include the effect of nicotine cravings and wanting something stronger (7%), the enjoyment of smoking (7%) or for fun (3%), or finding it "better" than vaping (4%).

Table 34: Reason You Started Smoking After Vaping First

Q35. What is the main reason you started smoking after first trying vaping?	Jun 2019 (n=146)	15-19 (n=33)	20-24 (n=32)	25+ (n=81)
Out of curiosity/just to try it	9%	17%	20%	2%
Had nicotine cravings/needed something stronger	7%	8%	12%	5%
I like smoking	7%	5%	6%	8%
Better/safer than vaping	4%	3%	5%	4%
Friends/peer pressure	3%	3%	4%	3%
Just for fun	3%	6%	6%	0%
I was stressed/depressed	3%	0%	3%	3%
For a change/different feeling	3%	2%	0%	4%
Other	8%	3%	10%	9%
Don't know/nothing/no reason	47%	50%	23%	55%
Base: Dual users who started smoking after vaping first				
Note: Only responses given by at least 3% of respondents are shown.				

Vaping or smoking as primary identity. A majority of dual users describe themselves as both a smoker and a vaper (53%), but the remainder are split between the view that they are just a vaper (24%) or just a smoker (19%).

Whether dual users consider themselves vapers or smokers is heavily dependent on age. Whereas almost half of youth (46%) and young adult dual users (43%) describe themselves primarily as vapers, adult dual users are more likely to describe themselves as both a smoker and a vaper (58%) or as a smoker (21%).

Table 35: Vaping or Smoking as Primary Identity

Q36. Which of the following best describes you?	Feb 2019 (n=1,217)	Jun 2019 (n=1,153)	15-19 (n=111)	20-24 (n=162)	25+ (n=880)
I am a vaper	25%	24%	46%	43%	18%
I am a smoker	20%	19%	11%	12%	21%
I am both a smoker and a vaper	49%	53%	35%	38%	58%
I am neither a smoker nor a vaper	4%	3%	5%	7%	2%
Not sure	2%	1%	3%	0%	1%
Base: Dual users					

Those who vape more often (i.e., on more days of the week or who have more sessions each day) are more likely to consider themselves vapers only than those who vape less frequently.

Change in smoking since started vaping. Dual users who smoked first (86% of dual users) were asked how their frequency of smoking has changed since they started vaping. Just under half (46%) report that they now smoke fewer days per week and half (52%) smoke fewer cigarettes per day on the days they smoke as compared to before they began vaping. Both of these figures are lower (i.e., less positive) than in February 2019, with higher proportions than before who say the number of days on which they smoke (43%), and the number of cigarettes per day (39%), are the same as before they started vaping.

Table 36: Change in Number of Days Smoking Per Week

Q37. Compared to before you started vaping, are you now smoking cigarettes...?	Feb 2019 (n=1,036)	Jun 2019 (n=991)
More days per week	10%	11%
About the same	37%	43%
Fewer days per week	54%	46%
Base: Dual users who smoked cigarettes first		

Table 37: Change in Number of Cigarettes Smoked Per Day

Q38. Compared to before you started vaping, are you now smoking ...?	Feb 2019 (n=1,036)	Jun 2019 (n=991)
More cigarettes per day on the days that you smoke	8%	10%
About the same	32%	39%
Fewer cigarettes per day on the days that you smoke	60%	52%
Base: Dual users who smoked cigarettes first		

Change in vaping since started smoking. Dual users who began vaping first (12% of dual users) were asked how their frequency of vaping had changed since they started smoking. Almost half report that they vape more days per week (49%) and more times per day on the days they vape (58%) as compared to before they began smoking.

Table 38: Change in Number of Days Vaping Per Week

Q39. Compared to before you started smoking, are you now vaping...?	Feb 2019 (n=163)	Jun 2019 (n=146)
More days per week	57%	49%
About the same	38%	41%
Fewer days per week	5%	10%
Base: Dual users who vaped first		

Table 39: Change in Vaping Frequency Per Day

Q40. Compared to before you started smoking, are you now vaping...?	Feb 2019 (n=163)	Jun 2019 (n=146)
More times per day, on the days that you vape	54%	58%
About the same	37%	31%
Fewer times per day, on the days that you vape	8%	11%
Base: Dual users who vaped first		

Main Reasons for Vaping

Reasons for vaping are related to smoking status - current and former smokers most commonly cite using it for smoking cessation/reduction, while never smokers choose to vape because they like the flavours/smells or for social reasons. Dual users cite the difficulty of breaking the addiction as the most common reason they continue to smoke while vaping.

Dual users, former smokers and never smokers were each asked the main reason why they vape (from a list provided). Their responses demonstrate the differing motivations for each segment.

Among dual users, by far the most common reasons for vaping are to reduce the number of cigarettes smoked (44%) or to quit altogether (48%).

Among former smokers, two of the most common reasons for vaping also relate to quitting cigarettes: it helped them quit smoking (67%) and helps them avoid a relapse to cigarettes (44%). Other motivations are that vaping is less harmful to their health (45%) or to the health of others (28%) than smoking, that they like the flavours and/or smell (32%) or because it's cheaper than smoking (32%).

A sizeable proportion of never smokers cite vaping being a healthier option than smoking as a driving motivation (42%), but since they are not using vaping in order to quit smoking, they are more likely than the other segments to give reasons such as the flavours and/or smell (48%), it is fun/exciting (31%) or for social reasons (e.g. 19% say their friends/family vape and 18% say it's a social activity with friends/family).

Table 40: Main Reasons for Vaping

Q41., Q48. And Q51. Which of the following best describes the main reason(s) you vape?	Dual Users		Former Smokers		Never Smokers	
	Feb 2019 (n=1,217)	Jun 2019 (n=1,153)	Feb 2019 (n=462)	Jun 2019 (n=378)	Feb 2019 (n=318)	Jun 2019 (n=485)
I'm trying to quit smoking	45%	48%	n/a	n/a	n/a	n/a
To reduce the number of cigarettes I smoke	49%	44%	n/a	n/a	n/a	n/a
I like the flavours and/or smell	27%	27%	40%	32%	55%	48%
It's less harmful to my health than smoking	27%	28%	50%	45%	32%	42%
It's cheaper than smoking	25%	23%	37%	32%	14%	18%
I vape where smoking is restricted/not allowed	20%	21%	n/a	n/a	n/a	n/a
As an alternate source of nicotine	18%	19%	21%	22%	n/a	n/a
It's less harmful to others/family/children than smoking	17%	16%	26%	28%	13%	17%
I vape in certain social settings where it is more socially acceptable than smoking	15%	18%	n/a	n/a	n/a	n/a
Habit/ritual	13%	15%	n/a	n/a	13%	13%
It is fun and exciting	12%	12%	14%	7%	39%	31%
It passes the time/boredom	11%	10%	14%	14%	20%	17%
My friends/family vape	9%	10%	8%	8%	23%	19%
I vape when it is offered to me	8%	7%	6%	3%	19%	14%
I like doing tricks	7%	9%	4%	5%	27%	17%
It gives me a break from work/school/home	7%	8%	8%	10%	15%	15%

Base: Dual users / former smokers / never smokers

Q41., Q48. And Q51. Which of the following best describes the main reason(s) you vape?	Dual Users		Former Smokers		Never Smokers	
	Feb 2019 (n=1,217)	Jun 2019 (n=1,153)	Feb 2019 (n=462)	Jun 2019 (n=378)	Feb 2019 (n=318)	Jun 2019 (n=485)
As a social activity with friends or family	6%	5%	9%	5%	21%	18%
It's easier to hide from my family than smoking	6%	5%	5%	6%	7%	6%
It's easier to buy/get than cigarettes	4%	3%	3%	4%	5%	6%
I like nicotine	n/a	n/a	n/a	n/a	6%	7%
I used it to help me quit smoking	n/a	n/a	63%	67%	n/a	n/a
I use them to stay off cigarettes/avoid a relapse	n/a	n/a	n/a	44%	n/a	n/a
Other	1%	1%	4%	3%	2%	2%
Not sure	1%	1%	1%	1%	3%	3%

Base: Dual users / former smokers / never smokers

The following paragraphs summarize the reasons given for vaping by age group:

- Among dual users, both young adult and adult vapers (50% and 49%, respectively) are more likely than youth vapers (32%) to cite the desire to quit smoking; adult vapers are also more likely than others to cite the desire to reduce the number of cigarettes they smoke (47%). In turn, youth and young adult dual users are relatively more likely to say they vape because of the flavours/smell (40% each), for fun (26% and 23%, respectively), to do tricks (23% and 19%) and for social reasons such as vaping when it is more socially acceptable than smoking (26% and 23%) and because their friends/family vape (23% and 19%).
- Among never smokers, the top reason for vaping among all age groups is the flavour/smell (48%) but youth are significantly more likely to say this than the other groups (57%). Social reasons are also more commonly mentioned by youth vapers such as it being fun/exciting (38%), their friends/family vape (31%) and vaping as a social activity (27%). Youth and young adults are also more apt to give reasons such as liking doing tricks (24% and 22%, respectively) and vaping because it is offered to them (17% and 19%).

Reasons for continuing to smoke while vaping. Dual users who smoked cigarettes first were asked why they continue smoking (unprompted, without providing response options). The most common reason given is the addictive nature of cigarettes which are hard to give up (22%). Beyond this, a variety of other reasons are given including that smoking is a habit (9%), they are trying to quit smoking gradually (8%), they like cigarettes more than vaping (7%) and they have nicotine cravings (6%).

The most common reason that youth give for continuing to smoke (and more so than by older age groups) is that they are social smokers – they do it with others, when drinking or as a social activity. In turn, addiction to cigarettes is cited more often by young adults and adults than by youth, as well as by people who smoke 10 or more cigarettes per day (31%).

Table 41: Reasons For Continuing to Smoke in Addition to Vaping

Q42. What is the main reason(s) you continue to smoke in addition to vaping?	Jun 2019 (n=991)	15-19 (n=76)	20-24 (n=128)	25+ (n=787)
Addiction/can't give it up/hard to quit	22%	9%	22%	23%
Habit	9%	6%	3%	10%
Trying to quit gradually	8%	8%	2%	9%
I like cigarettes/smoking better than vaping	7%	11%	3%	8%
Craving nicotine/tobacco	6%	4%	4%	6%
Do it when with other smokers (family/friends)/with a drink/it is a social thing	5%	14%	8%	3%
Like the fee after smoking/vaping does not give the same feel response	4%	4%	7%	4%
When I am feeling stressed/having anxiety	4%	3%	4%	4%
Still enjoy smoking	3%	4%	3%	3%
Like the taste of cigarettes better	3%	4%	4%	2%

Base: Dual users who smoked cigarettes first
Note: Only responses given by at least 3% of respondents are shown.

Q42. What is the main reason(s) you continue to smoke in addition to vaping?	Jun 2019 (n=991)	15-19 (n=76)	20-24 (n=128)	25+ (n=787)
Other	3%	1%	4%	3%
Nothing/no specific reason	1%	2%	2%	<1%
Not sure	22%	26%	19%	22%
Base: Dual users who smoked cigarettes first Note: Only responses given by at least 3% of respondents are shown.				

Dual users and smoking cessation

Almost half of dual users who are trying to reduce or quit smoking have received information or advice from someone on using vaping for that purpose; friends are the most common source of advice followed by doctors and vape shops. Only a third have a specific plan or strategy for when they smoke and when they vape.

Advice on using vaping to quit smoking. Among dual users who say the main reason they vape is to quit or cut down on smoking cigarettes, almost half (47%) say they have received advice on using vaping for this purpose. The most common sources of advice are friends and classmates (21%), followed by doctors (17%), vape shops (11%) and pharmacists (10%).

Table 42: Source of Advice on Using Vaping to Quit or Reduce Smoking

Q43. Did you get information/advice from anyone on using vaping to quit or reduce smoking?* Q44. From where did you get advice on using vaping to quit or reduce smoking?	Feb 2019 (n=862)	Jun 2019 (n=813)
Yes, received advice on using vaping to quit or cut down on smoking (Net)	43%	47%
Friend/classmate	20%	21%
Doctor	14%	17%
Vape shop	11%	11%
Pharmacist	9%	10%
Sister/brother	8%	8%
Co-worker	11%	8%
Parent/guardian	7%	7%
Nurse/nurse practitioner	n/a	6%
Web forum	3%	4%
Dentist	4%	4%
Support group	3%	2%
Other	1%	1%
No, did not receive advice	53%	49%
Not sure	4%	4%
Base: Dual users who are trying to quit or cut down on smoking Note: The question wording changed slightly between the February and June editions to include "information" in addition to advice.		

Youth and young adult vapers (62% and 64%) are more likely than adults (43%) to say that they got information or advice about using vaping for smoking cessation. Those who say that they mostly vape with other people (66%) or even sometimes vape with others (47%) are more likely to have received advice than those who mostly vape alone (35%). There were few differences among subgroups in terms of the source of the information/advice that people received; young adults are more likely than the other age groups to get advice from a parent/guardian or friends/classmate than were adults, while youth vapers are less likely to get advice from a vape shop.

Specific plan for quitting smoking using vaping. Around a third of dual users who are trying to quit or cut down on smoking cigarettes have a specific plan or strategy for when to smoke and when to vape. Youth and young adult vapers are more likely to say they do have a specific plan (45% and 42%, respectively) than are adults (32%).

Table 43: Specific Plan for Quitting Smoking Using Vaping

Q45. To help you quit smoking, do you have a specific plan or strategy in place for when to smoke and when to vape?	Jun 2019 (n=813)	15-19 (n=62)	20-24 (n=109)	25+ (n=642)
Yes	34%	45%	42%	32%
No	59%	49%	53%	61%
Not sure	7%	6%	5%	7%

Base: Dual users who are trying to quit or cut down on smoking

Another segment more likely to have a plan is those who use only non-nicotine liquids (50%). There are no differences by region, education, gender or income.

Intentions to quit. Among dual users who are not currently trying to reduce or quit smoking, 12 percent have made a commitment to quit within the next month. Another quarter (25%) plan to quit smoking within the next six months, while four in ten (38%) plan to quit sometime in the future beyond that. The remaining quarter are not planning to quit smoking.

Young adults who are not already trying to quit have more immediate plans for quitting (25% in the next month) than their adult counterparts (9%), who in turn are more likely to say they are not planning to quit (28%).

Table 44: Intentions to Quit Smoking

Q46. Are you planning to quit smoking cigarettes...?	Feb 2019 (n=668)	Jun 2019 (n=598)	15-19 (n=76)	20-24 (n=81)	25+ (n=441)
Within the next month	15%	12%	16%	25%	9%
Within the next 6 months	25%	25%	31%	20%	25%
Sometime in the future beyond 6 months	42%	38%	33%	42%	38%
I am not planning to quit	18%	25%	20%	13%	28%

Base: Dual users who are not currently trying to quit or cut down on smoking

Use of smoking cessation aides and approaches

Vaping products with nicotine are the most widely used cessation aid among former smokers; non-nicotine vaping products were also more widely used than traditional nicotine-containing cessation tools.

Former smokers were asked about the smoking cessation methods they used to help them quit. Vaping products with nicotine are the main cessation aid for vapers who are former smokers (69%). Vaping products without nicotine were used by around a quarter (28%) and other non-vaping cessation products like nicotine patches (20%) and nicotine gum (19%) were also mentioned. One in ten former smokers said that they did not use anything to help them quit smoking.

Table 45: Methods Used to Help Quit Smoking

Q49. Which of the following did you use to help you quit smoking cigarettes?	Feb 2019 (n=462)	Jun 2019 (n=378)
Vaping products WITH nicotine	61%	69%
Vaping products WITHOUT nicotine	30%	28%
Nicotine patch	24%	20%
Nicotine gum or candy	22%	19%
I did not use anything to quit smoking	13%	10%
Medication (e.g. Zyban, Champix)	10%	10%
Acupuncture	3%	3%
Other nicotine replacement therapy products	2%	3%

Base: Former Smokers

Q49. Which of the following did you use to help you quit smoking cigarettes?	Feb 2019 (n=462)	Jun 2019 (n=378)
Self-help books	4%	3%
Hypnosis	3%	2%
Counselling	5%	2%
Quit-line	0%	1%
Other	2%	3%
Not sure	1%	1%
Base: Former Smokers		

Importance of liquid flavours

Former smokers and dual users currently trying/planning to quit believe it is important to have a range of vaping flavours available to them for this purpose.

Former smokers and dual users who are trying to cut down or quit were asked about how important it is (or was) to have a range of vaping flavours available to them. Overall, seven in ten say that it is very or somewhat important to have a range of flavours available to them, consistent with the findings from February 2019. The perceived value of having a variety of vaping flavours available to help quit smoking is similar for former smokers who used vaping to quit smoking (67%) and for dual users who plan to or are currently reducing or quitting smoking (70%).

Table 46: Importance of a Range of Liquid Flavours to Quitting or Reducing Smoking

Q47/Q50. When you are/were trying to quit or reduce smoking, how important is it/was it to have a range of vaping flavours available to you?	Feb 2019 (n=1,484)	Jun 2019 (n=1,353)	Dual users currently or planning to reduce/quit (n=1,049)	Former smokers who used vaping to quit smoking (n=304)
Very or somewhat important (Net)	69%	69%	70%	67%
Very important	25%	28%	28%	27%
Somewhat important	44%	42%	42%	40%
Not very important	20%	20%	20%	21%
Not at all important	9%	9%	8%	12%
Not sure	2%	2%	2%	0%
Base: Dual users trying to cut down or quit smoking or planning to reduce or quit smoking / Former smokers who used vaping to quit				

Among both subgroups, the perceived importance of having access to a variety of vaping flavours is higher among those who have switched vaping liquid flavour since they started vaping than among those who tend to stick to one flavour.

E. Nicotine salts

Awareness of nicotine salts

Three in ten regular vapers are aware of nicotine salts and about half of those have used them. Both awareness and use are higher among youth and young adults, as well as among those who vape more frequently.

Overall, three in ten (31%) regular vapers have heard of nicotine salts and 16 percent have ever used them. Awareness and use of nicotine salts is higher among youth and young adult vapers; across the country, awareness is lowest in Quebec (23%) and use is lowest in Quebec and Atlantic Canada (11% in both).

Table 47: Awareness and Use of Nicotine Salts

Q52. Have you ever heard of nicotine salts? Q53. Have you ever used nicotine salts?	Feb 2019 (n=2,027)	Jun 2019 (n=2,043)	15-19 (n=316)	20-24 (n=325)	25+ (n=1,402)
Base: All respondents					

Q52. Have you ever heard of nicotine salts? Q53. Have you ever used nicotine salts?	Feb 2019 (n=2,027)	Jun 2019 (n=2,043)	15-19 (n=316)	20-24 (n=325)	25+ (n=1,402)
Aware of nicotine salts	26%	31%	39%	49%	25%
Ever used nicotine salts	14%	16%	24%	28%	12%
Base: All respondents					

Both awareness and use of nicotine salts are related to the frequency of vaping. Daily vapers are almost twice as likely to be aware of nicotine salts and almost three times as likely to have used them than non-daily vapers. Vapers who vape more frequently throughout the day are also more likely to be aware of and use nicotine salts.

Table 48: Awareness and Use of Nicotine Salts by Vaping Frequency

Q52. Have you ever heard of nicotine salts? Q53. Have you ever used nicotine salts?	Daily vapers (n=963)	Non-daily vapers (n=1,080)	Once or twice a day (n=541)	3 to 4 times a day (n=391)	More than 5 times a day (n=695)
Aware of nicotine salts	40%	23%	24%	31%	37%
Ever used nicotine salts	24%	9%	8%	14%	24%
Base: All respondents					

F. Heated tobacco products

Awareness and use of heated tobacco products

Four in ten regular vapers are aware of heated tobacco products and almost two in ten have used them. Awareness and use are higher among young adults and adult vapers.

Overall, more than four in ten (42%) regular vapers have heard of heated tobacco products and 17 percent have ever used them. Both awareness and use are higher among young adult and adult vapers. Awareness is lowest in Quebec (30%) and Atlantic Canada (32%); the same is true for use (only 12 percent of vapers in either region have used them).

Table 49: Awareness and Use of Heated Tobacco Products

Q54. Have you ever seen or heard about heated tobacco products? Q55. Have you ever used a heated tobacco product?	Feb 2019 (n=2,027)	Jun 2019 (n=2,043)	15-19 (n=316)	20-24 (n=325)	25+ (n=1,402)
Aware of heated tobacco products	36%	42%	31%	45%	43%
Ever used heated tobacco products	15%	17%	10%	20%	18%
Base: All respondents					

Among the small group who use heated tobacco products (17% of total sample), around one in five use them every day (19%), but they are more commonly used on weekends only (28%).

Table 50: How Often Use Heated Tobacco Products

Q56. Which of the following best describes how often you used a heated tobacco product in the past 30 days?	Feb 2019 (n=314)	Jun 2019 (n=359)
Every day	16%	19%
On weekdays and weekends, but not every day	12%	11%
On weekdays only (Monday to Friday)	7%	11%
On weekends only (Friday night, Saturday, Sunday)	24%	28%
Base: Used heated tobacco products		

Q56. Which of the following best describes how often you used a heated tobacco product in the past 30 days?	Feb 2019 (n=314)	Jun 2019 (n=359)
I did not use a heated tobacco product in the past 30 days	20%	16%
I've only had one or two puffs	17%	13%
Not sure	3%	2%
Base: Used heated tobacco products		

Appendix A: Methodology

The results of this research are based on an online survey conducted with Canadians aged 15 and older who are regular vapers – defined as those who vaped at least once a week for the past 30 days. The approach was the same as that used in the previous edition in February 2019 and allowed for an analysis of the population of regular vapers in Canada. A total of 2,043 surveys was conducted with this target audience between May 27 and June 25, 2019.

Survey respondents were drawn from panels of individuals who have agreed to participate in online surveys. Respondents from the panels used who had participated in the February 2019 edition were not invited to participate in the June 2019 edition.

The data have been weighted to reflect the demographic composition of regular vapers in Canada as per the 2017 estimates from the Canadian Tobacco Alcohol and Drugs Survey (CTADS). Because the sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated, and the results cannot be described as statistically projectable to the target population.

Target population and sample design

The sample was designed to achieve completed surveys with 2,000 regular vapers. The 2017 CTADS provided detailed estimates on the demographic make-up of regular vapers in Canada in terms of age, gender and region. While younger Canadians make up a small proportion of vaping product users by virtue of their small overall population, their relatively high incidence of vaping use means they are an important subgroup to understand. Thus, quotas were used to obtain a sample stratified by age group to ensure adequate sample sizes for analysis of younger age groups:

Table 51: Quotas Used

Demographic group	% of regular vapers	Quota	Expected % of Sample
Province			
Atlantic	9.7%	200	10%
QC	27.4%	500	25%
ON	20.3%	450	23%
MB/SK	8.0%	200	10%
AB	9.8%	200	10%
BC	24.7%	450	22%
Age group			
15-19	14.7%	290	14%
20-24	15.8%	320	16%
25+	69.5%	1390	70%
Gender			
Male	60.2%	1200	60%
Female	39.8%	800	40%

While no hard quotas were set on this characteristic, based on CTADS data, we expected to get a mix of cigarette smoking statuses as well:

Table 52: Anticipated Smoking Status of Sample Targets

Smoking type	% of regular vapers	Expected sample size
Cigarette Smoking Status		
Current smokers	64%	1,272
Former smokers	19%	385
Never smokers	17%	343

To allow for the inclusion of youth under 18 years of age, the invitation was sent to panellists who were profiled as parents of children aged 15-17. They were then asked to provide consent for their child's participation before having their child complete the survey.

After the data was collected, weighting was used to ensure that each edition is representative of vapers in Canada, per the 2017 CTADS data. Since the same CTADS data was used to set the quotas as the weighting targets, the weights employed were minimal. The weighted data set matches the CTADS data very closely in terms of age, region and gender:

Table 53: Weighting by Demographic Groups

Demographic group	% of regular vapers	Unweighted sample size	Unweighted proportion	Weighted proportion
Region				
Atlantic	9.7%	204	10%	9.8%
Quebec	27.4%	498	24%	27.4%
Ontario	20.3%	502	25%	20.3%
Manitoba/Saskatchewan	8.0%	201	10%	8.0%
Alberta	9.8%	209	10%	9.8%
BC + Territories	24.7%	429	21%	24.7%
Age group				
15-19	14.7%	316	15%	14.7%
20-24	15.8%	325	16%	15.8%
25+	69.5%	1,402	69%	69.5%
Gender				
Male	60.2%	1,175	58%	60.2%
Female	39.8%	862	42%	39.5%
Other	-	6	<1%	0.3%

Table 54: Weighting by Smoking Groups

Smoking type	% of regular vapers	Unweighted sample size	Unweighted proportion	Weighted proportion
Cigarette Smoking Status				
Current smokers	64%	1,153	56%	56%
Former smokers	19%	378	19%	19%
Never smokers	17%	485	24%	23%
Unknown/refused	-	27	1%	1%

Questionnaire design

Envionics worked with Health Canada to develop a questionnaire that ensured the research objectives were met and all questions were appropriately worded. Upon approval from Health Canada, the questionnaire was translated into French.

Health Canada developed a draft questionnaire based on the one used during the February 2019 edition, which was then revised and finalized based on recommendations from Environics. The questionnaire was designed to meet all of the research objectives set out for this project and adhere to Federal Government standards for public opinion research. The final questionnaire is included as Appendix B.

Prior to finalizing the survey for field, a pre-test (soft launch) was conducted in English (51 completed) and French (23 completed). The pre-test assessed the questionnaires in terms of question wording and sequencing, respondent sensitivity to specific questions and to the survey overall, and to determine the survey length; standard Government of Canada pre-testing questions were also asked. One minor change was made to the wording of question 9 but since this did not affect the integrity of the pre-test interviews, they were all kept as part of the final sample.

Fieldwork

The surveys were conducted by Environics using a secure, fully featured web-based survey environment. Environics' data analysts programmed the questionnaires then performed thorough testing to ensure accuracy in set-up and data collection. This validation ensured that the data entry process conformed to the surveys' basic logic. The data collection system handles sampling invitations, quotas and questionnaire completion (skip patterns, branching, and valid ranges).

All respondents were offered the opportunity to complete the surveys in their official language of choice. All research work was conducted in accordance with the Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys as well as applicable federal legislation (Personal Information Protection and Electronic Documents Act, or PIPEDA). All survey respondents were informed of the Health Canada's sponsorship of the research, that their participation was voluntary, and that information collected was protected under the authority of privacy legislation.

Survey respondents, who were drawn from panels of individuals who have agreed to participate in online surveys, were rewarded for taking part in the survey per the panel's incentive program. The reward was structured to reflect the length of survey and the nature of the sample.

Completion results

Survey respondents took 12 minutes on average to complete the survey.

The completion results are presented in the table below:

Table 55: Contact Disposition

Total email addresses used	185,729
Invalid cases	0
invitations mistakenly sent to people who did not qualify for the study	0
incomplete or missing email addresses	0
Unresolved (U)	162,832
email invitations bounce back	0
email invitations unanswered	162,832
In-scope non-responding units (IS)	1,874
non-response from eligible respondents	0
respondent refusals	0
language problem	0
selected respondent not available (illness; leave of absence; vacation; other)	0
early break-offs (started, but did not finish the survey)	1,874
Responding units (R)	21,023
completed surveys disqualified – quota filled	731
completed surveys disqualified for other reasons	18,249
completed surveys	2,043
Participation rate / response rate = $R \div (U + IS + R)$	11.3%

Appendix B: Research instruments

Environics Research

May 29, 2019

Health Canada
Spring 2019 Regular Vapers Panel Survey

Final Questionnaire
Online survey with 2,000 regular vapers 15+

LANDING PAGE

Please select your preferred language for completing the survey.

- 01 – English
- 02 – French

Background information

INVITATION FOR PARENTS AND LEGAL GUARDIANS OF 15-17 YEAR OLDS

As a parent or of legal guardian to a youth living in your household, we are requesting your permission for your 15, 16 or 17-year old teenager to participate in an important survey being conducted for Health Canada.

The purpose of the survey is to understand Canadians' experiences with and opinions about vaping. This feedback will be used by Health Canada to develop regulations related to vaping and to design public education materials.

The survey is being conducted by Environics, an independent research firm, and will take about 10 minutes to complete.

Since privacy is important while respondents answer this survey, we request that your child be able to complete the survey in a setting where his/her answers will not be seen by others. All answers will remain anonymous and confidential.

How does the online survey work?

- Your child is being asked to give their opinions about vaping.
- Your child's participation is completely voluntary.
- Your decision on whether or not to allow your child to participate will not affect any dealings you may have with the Government of Canada.

What about your child's personal information?

- The personal information your child will provide to Health Canada is governed in accordance with the *Privacy Act* and is being collected under the authority of section 4 of the Department of Health Act in accordance with the *Treasury Board Directive on Privacy Practices*. We only collect the information we need to conduct the research project.
- **Purpose of collection:** We require your child's personal information such as demographics (e.g., age, gender) to better understand the topic of the research. However, your child's responses are always combined with the responses of others for analysis and reporting; your child will never be identified.
- **For more information:** This personal information collection is described in the standard personal information bank Public Communications – PSU 914, in Info Source, available online at [infosource.gc.ca](https://www.infosource.gc.ca).
- **Your child's rights under the *Privacy Act*:** In addition to protecting your child's personal information, the *Privacy Act* gives your child the right to request access to and correction of their personal information. For more information about these rights, or about our privacy practices, please contact Health Canada at hc.privacy-vie.privee.sc@hc-sc.gc.ca. Your child also has the right to file a complaint with the Privacy Commissioner of Canada if they think their personal information has been handled improperly.
- Your child's personal information will be collected, used, retained and disclosed by Environics in accordance with the applicable provincial privacy legislation or the Personal Information Protection and Electronic Documents Act (PIPEDA). Please click here to review Environics' privacy policy.
- Your child's survey answers will remain anonymous and will not be attributed to him/her in any way.

What happens after the survey?

- The final report written by Environics will be available to the public from Library and Archives Canada (<http://www.bac-lac.gc.ca/>).

If you have any questions about the survey, please contact Environics at sarah.roberton@environics.ca.

If you agree to allow your child to participate in this survey, please provide the survey link to him/her.

Your child can also access the survey by copying the following URL into his/her browser:

Thank you for your support of this important research.

ALL RESPONDENTS

Thank you for agreeing to take part in this short 10-minute survey being conducted by Environics, a Canadian public opinion research firm, on behalf of Health Canada.

The purpose of the survey is to understand Canadians' experiences with and opinions about vaping. This feedback will be used by Health Canada to develop regulations related to vaping and to design public education materials.

15-17-YEAR-OLDS ONLY

Your parent or legal guardian has given permission for you to participate in this very important study. Your participation is voluntary, so it is up to you to decide whether you are willing to answer, but we hope you do! You can do the survey on your computer, laptop, tablet or phone. You can stop at any time if you feel uncomfortable or choose not to answer certain questions. Your answers will not be shown to your parent(s), legal guardian(s), teachers or anyone else, so please be as honest as you can.

How does the online survey work?

- You are being asked to give your opinions about vaping.
- Your participation is completely voluntary.
- Your decision whether or not to participate will not affect any dealings you may have with the Government of Canada.

What about your personal information?

- The personal information you provide to Health Canada is governed in accordance with the *Privacy Act* and is being collected under the authority of section 4 of the Department of Health Act in accordance with the *Treasury Board Directive on Privacy Practices*. We only collect the information we need to conduct the research project.
- **Purpose of collection:** We require your personal information such as demographics (e.g. age, gender) to better understand the topic of the research. However, your responses are always combined with the responses of others for analysis and reporting; you will never be identified.
- **For more information:** This personal information collection is described in the standard personal information bank Public Communications – PSU 914, in Info Source, available online at infosource.gc.ca.
- **Your rights under the *Privacy Act*:** In addition to protecting your personal information, the *Privacy Act* gives you the right to request access to and correction of your personal information. For more information about these rights, or about our privacy practices, please contact Health Canada at hc.privacy-vie.privee.sc@hc-sc.gc.ca. You also have the right to file a complaint with the Privacy Commissioner of Canada if you think your personal information has been handled improperly.
- Your personal information will be collected, used, retained and disclosed by Environics in accordance with the applicable provincial privacy legislation or the Personal Information Protection and Electronic Documents Act (PIPEDA). Please click here to review Environics' privacy policy.
- Your survey answers will remain anonymous and will not be attributed to you in any way.

What happens after the survey?

- The final report written by Environics will be available to the public from Library and Archives Canada (<http://www.bac-lac.gc.ca/>).

If you have any questions about the survey, please contact Environics at sarah.roberton@environics.ca.

[CONTINUE TO SCREENING]

Screening

Vaping products are a diverse group of products containing a heating element that produces an aerosol from a liquid that users can inhale via a mouthpiece and include a range of devices such as "cig-a-likes," vape tank systems, and vape mods.

Vaping includes using a JUUL, often referred to as "Juuling."

[2018: Q1]

1. Which of the following have you done in the past 30 days?

SELECT ALL THAT APPLY

- 01 - I have not vaped in the past 30 days [SINGLE PUNCH - TERMINATE]
- 02 – I have vaped liquids WITHOUT nicotine
- 03 – I have vaped liquids WITH nicotine
- 04 – I have vaped, but I'm not sure if my vape liquids contain nicotine or not
- 05 – I have vaped liquids containing cannabis/marijuana/THC [IF EXCLUSIVELY SELECTED, TERMINATE]

[2018: Q2]

2. [IF Q1=02-04] Have you used a vaping product at least once a week for the past four weeks?

- 01 - Yes
- 02 - No TERMINATE
- 99 - Not Sure TERMINATE

[2018: Q3]

3. In what year were you born?

RANGE: 1930 ONWARD - SCREEN OUT IF 2004-2019 (14 OR YOUNGER): Thank you for your interest in this survey but we are looking to speak to individuals who are 15 years of age or older.

- Year (drop down list)

[2018: Q4]

4. In which province or territory do you live?

Drop down list

- 01 - Alberta
- 02 - British Columbia
- 03 - Manitoba
- 04 - New Brunswick
- 05 - Newfoundland and Labrador
- 06 – Northwest Territories
- 07 - Nova Scotia
- 08 – Nunavut
- 09 - Ontario
- 10 - Prince Edward Island
- 11 - Quebec
- 12 - Saskatchewan
- 13 – Yukon

[2018: Q5]

5. How do you identify your gender? (This may be different from the information noted on your birth certificate or other official documents)

- 01 – Woman / girl
- 02 – Man / boy
- 03 – Or please specify:

Vaping use

NOTE: The remainder of the questions in this survey refer only to vape liquids with/without nicotine and not cannabis/marijuana/THC.

[2018: Q6]

6. [IF Q1=03] Which of the following best describes how often you vaped liquids WITH NICOTINE in the past 30 days?

- 01 – I vaped them every day
- 02 – I vaped them at least once a week, but not daily

- 06 – I vaped them less than weekly, but at least once in the past 30 days

SHOW IF SELECT CODE 2: How often did you vape liquids WITH NICOTINE?

- 03 – A couple times a week
- 04 – Weekends only
- 05 – Other (SPECIFY)

[2018: Q7]

7. [IF Q1=02] Which of the following best describes how often you vaped liquids WITHOUT NICOTINE in the past 30 days?

- 01 – I vaped them every day
- 02 – I vaped them at least once a week, but not daily
- 06 – I vaped them less than weekly, but at least once in the past 30 days

SHOW IF SELECT CODE 2: How often did you vape liquids WITHOUT NICOTINE?

- 03 – A couple times a week
- 04 – Weekends only
- 05 – Other (SPECIFY)

[2018: Q8]

8. [IF Q1=04] Which of the following best describes how often you vaped liquids you weren't sure contained nicotine or not in the past 30 days?

- 01 – I use them every day
- 02 – I use them at least once a week, but not daily
- 06 – I vaped them less than weekly, but at least once in the past 30 days

SHOW IF SELECT CODE 2: How often did you vape liquids you weren't sure contained nicotine or not?

- 03 – A couple times a week
- 04 – Weekends only
- 05 – Other (SPECIFY)

DAILY USER: ANY CODE 1 AT Q6-8

NON-DAILY USER: NOT [DAILY USER]

USED NICOTINE ONLY PAST 30 DAYS: Q1=03 AND Q1 <> 2

USED NON-NICOTINE ONLY PAST 30 DAYS: Q1=02 AND Q1 <> 3

USED BOTH PAST 30 DAYS: Q1=02 AND 03

[New]

9. We are interested in how many vaping sessions you normally have during a typical day. On the days you vape, how many different times or separate occasions do you vape throughout the day? We are not referring to the number of times you inhale, but the number of distinct vaping sessions per day.

- Record # (1-90): __
- 99 - Not sure

[New]

10. [Ask if DAILY USER] How soon after you wake up do you vape?

- 01 – Within 5 minutes
- 02 – 6-30 minutes
- 03 – 31-60 minutes
- 04 – More than 60 minutes
- 99 – Not sure

[NEW]

11. Which of the following images best represents the vaping device you are currently using?

SELECT ALL THAT APPLY

RANDOMIZE LIST/IMAGES

- 01 - Disposable (not refillable or rechargeable) vaping device (e.g. cig-a-like)



- 02 - Vaping device with a tank that you fill with liquid (e.g. mods)



- 03 - Vaping device with replaceable pre-filled cartridges or pods





- 97 – Another type of device not shown here [ANCHOR]
- 99 – Not sure [ANCHOR AT BOTTOM, SINGLE PUNCH]

[2018: Q10]

12. How long have you been vaping?

- IF LESS THAN ONE YEAR, PLEASE ENTER NUMBER OF MONTHS _____ [RANGE 1-11] or IF ONE YEAR OR MORE, PLEASE ENTER NUMBER OF YEARS _____ [RANGE 1-20] NOTE: ALLOW FOR ONE DECIMAL PLACE
- 999 – Not sure

[NEW]

13. How often do you vape in the company of others, such as friends, family or co-workers, who are vaping or smoking versus vaping alone?

SELECT ONE

- 01 – I mostly vape with other people
- 02 – I sometimes vape with others and sometimes vape alone
- 03 – I mostly vape alone
- 99 - Not sure

[2018: Q17]

14. [ASK ALL] Since you started vaping, have you...?

- 01 - Stuck to the same vaping liquid flavour as when you started
- 02 - Switched vaping liquid flavour once or twice
- 03 - Switched vaping liquid flavour three or more times
- 99 - Not sure

[2018: Q18 – Modified choice options]

15. [IF Q14=02-03] What are the main reasons you switched vaping liquid flavours?

SELECT ALL THAT APPLY

RANDOMIZE LIST

- 01 - I like to experiment with the flavours
- 02 - Helps me gradually quit or reduce smoking cigarettes
- 03 - I buy whatever is the cheapest
- 04 - I buy what is available to me v
- 05 – It depends on my mood
- 97 – Other [SPECIFY] [ANCHOR]
- 99 – Not sure [ANCHOR AT BOTTOM, SINGLE PUNCH]

[2018: Q19]

16. From where do you usually get your vaping devices and liquids?

SELECT ALL THAT APPLY

	Vaping devices (Q16a)	Vaping liquids (Q16b)
I buy it myself at a vape shop (in person, not online)	01	01
I buy it myself at a convenience store	02	02
I buy it myself at other retail stores	03	03
I buy it myself online	04	04
I buy it from a friend	05	05
I buy it from someone else	06	06
I ask someone to buy it for me	07	07
A family member gives/lends it to me	08	08
A friend gives/lends it to me	09	09
Someone else gives/lends it to me	10	10
Other (SPECIFY)	97	97
Not sure	99	99

[2018: Q21]

17. [IF Q16A or Q16B=01-04] How often do you have to prove your age when buying your vaping products either online or at a shop?

- 01 – Always
- 02 – Often
- 03 – Sometimes
- 04 – Rarely
- 05 – Never
- 99 - Not sure

[2018: Q22]

18. [IF Q17=01-04 AND Q16A or Q16B=04] Thinking of the most recent time you were asked to prove your age when buying vaping products online, what kind of proof were you asked to provide?

- 01 – Show/scan your photo ID (e.g., driver's licence)
- 02 – Click a button indicating you are 18 years or older
- 97 – Other (SPECIFY)
- 99 – Not sure

[2018: Q25]

19. Have you ever tried to...?

SHOW IN ORDER

	Yes (01)	No (02)	Not sure (99)
a. Stop vaping			
b. Reduce your frequency of vaping			

[2018: Q26]

VAPED EITHER NICOTINE OR NON-NICOTINE ONLY IN PAST 30 DAYS

20. [IF Q1=02 AND NOT 03] or [IF Q1=03 AND NOT 02]. Have you ever...?

SHOW IN ORDER

	Yes (01)	No (02)	Not sure (99)
a. Switched between nicotine and non-nicotine vaping liquids?			
b. Switched your vaping liquids from higher to lower nicotine strength?			
c. Switched your vaping liquids from lower to higher nicotine strength?			

[2018: Q27]

VAPED NICOTINE & NON-NICOTINE IN PAST 30 DAYS

21. [IF Q1=02 AND 03] You mentioned that you have vaped liquids with nicotine and without nicotine in the past 30 days. Are you...?

	Yes (01)	No (02)	Not sure (99)
a. Switching between nicotine and non-nicotine liquids throughout the day/week			
b. Switching between higher and lower nicotine strengths throughout the day/week			
c. Trying to switch from nicotine to non-nicotine vaping liquids			
d. Trying to switch from higher to lower nicotine strengths			

[2018: Q28]

22. Do you plan to stop vaping....?

- 01 – Yes, in the next month
- 02 – Yes, in the next 6 months
- 03 – Yes, in the next year
- 04 – Yes, more than a year from now
- 05 – Yes, I plan to stop vaping but I don't know when
- 99 – Not sure

[New]

23. In your opinion, how harmful, if at all, do you think each of the following are to the health of the person using them?

SHOW ONE AT A TIME (CAROUSEL) – RANDOMIZE ORDER

	Very harmful (4)	Somewhat harmful (3)	Not very harmful (2)	Not at all harmful (1)	Don't know (99)
a. Vaping products WITH nicotine					
b. Vaping products WITHOUT nicotine					
c. Cigarettes					

[New]

24. [IF Q23A=02-04 or Q23B=02-04] In what ways, if any, do you think vaping poses a risk to the health of the person using it?

- 77 – [Open-ended response]
- 99 - Not sure

Information/Advertising

[2018: Q32 & Q33 – Collapsed into one question – new codes]

25. What advertising or promotional material about vaping, if any, have you seen or heard in the past 30 days? This includes materials created by tobacco and/or vaping companies or by fellow users/the general public.

SELECT ALL THAT APPLY

RANDOMIZE – KEEP 01-02 TOGETHER

- 01 - Information about vaping products in general
- 02 - Information about a particular brand of vaping device
- 03 - How to vape
- 04 - Links to online shopping for vaping products
- 05 - Access codes for discounts on vaping products
- 06 - Vaping competitions
- 07 - Vaping lifestyle (e.g., from Instagram influencers)
- 08 - Vaping expos/meet-ups/conventions
- 09 - Advertising for specific vape shops
- 97 – Other [SPECIFY] [ANCHOR]
- 98 – I have not seen/heard any promotional material in the past 30 days [ANCHOR, SINGLE PUNCH]
- 99 – Not sure [ANCHOR AT BOTTOM, SINGLE PUNCH]

[2018: Q34]

26. ASK IF [Q25=01-97] Where did you see or hear this advertising or promotional material?

SELECT ALL THAT APPLY

RANDOMIZE – KEEP OPTIONS 11-14 TOGETHER IN THAT ORDER

- 01 - In the mail
- 02 - Website
- 03 - Social media (IF SELECTED: Please specify which social media:)
 - 04 – Facebook
 - 05 – Instagram
 - 06 – Snapchat
 - 07 – YouTube
 - 08 – Twitter
 - 98 – Other (please specify)
- 09 - Email
- 10 - Bar
- 11 - Vape shops (physical/not online)
- 12 - Convenience store
- 13 - Pharmacy
- 14 - Other store that sells cigarettes
- 15 - At an event (concert or festival)
- 16 - TV/radio/streaming music service (e.g. Spotify)
- 17 - Outdoor billboards/posters
- 18 - Newspapers/magazines
- 19 - On/inside taxis/public transit
- 20 - Recreational facilities (e.g. sports venues)
- 97 - Other (please specify) [ANCHOR]
- 99 - Not sure [ANCHOR AT BOTTOM, SINGLE PUNCH]

[2018: Q35]

27. [IF Q26=03-08,98] To the best of your knowledge, who originally created the advertising or promotional material you saw on social media?

SELECT ALL THAT APPLY

- 01 – Paid content created by a company
- 02 – Content/posts created by friends/peers
- 03 – Content/posts created by other people you follow
- 99 – Not sure

[2018: Q36]

28. [Q25=01-97] In your opinion, were the advertisements you saw or heard meant for...?

	Yes (01)	No (02)	Not sure (99)
People who smoke cigarettes and are trying to quit			
People who already vape			

	Yes (01)	No (02)	Not sure (99)
People who don't smoke cigarettes or vape			

Cigarette use

ASK ALL

[New]

29. Have you ever smoked a whole cigarette?

- 01 - Yes
- 02 - No
- 99 - Don't know/prefer not to say

[New]

30. [IF Q29=01,99] In the past 30 days, how often did you smoke cigarettes?

- 01 - Every day
- 02 - Less than daily, but at least once a week
- 03 - Less than once a week, but at least once in the past month
- 04 - Not at all
- 99 - Don't know/prefer not to say

[2018: Q38]

31. [IF Q29=01,99] Have you smoked at least 100 cigarettes in your life?

- 01 - Yes
- 02 - No
- 99 - Don't know/prefer not to say

Dual User – Current Smoker (daily or occasional) [If Q30=01-03] AND [Q31 = 01]

Dual User – Experimental smoker [If Q30=01-03] AND Q31 = 02 or 99]

Former Smoker [Q30=04 and Q31=01]

Never Smoker [Q30=04 and Q31=02] or [Q29=02]

Unknown [ELSE]

Dual users

[2018: Q39]

DUAL USERS

32. How long have you been smoking cigarettes?

- IF LESS THAN ONE YEAR, PLEASE ENTER NUMBER OF MONTHS _____ [RANGE 1-11]
or
IF ONE YEAR OR MORE, PLEASE ENTER NUMBER OF YEARS _____
[RANGE 1-99] NOTE: ALLOW FOR ONE DECIMAL PLACE
- 999 – Not sure

[New]

DUAL USERS

33. On the days when you smoke, how many cigarettes do you typically smoke?

- [RANGE 1 – 90]
- 99 – Not sure

[2018: Q40 – modified option choice]

DUAL USERS

34. Which did you try first?

- 01 – Vaping
- 02 – Smoking regular cigarettes

- 99 – Not sure

[New]

35. [IF Q34=01] What is the main reason you started smoking after first trying vaping?

- 77 – [Open-ended response]
- 99 - Not sure

[2018: Q41]

DUAL USERS

36. Which of the following best describes you?

- 01 - I am a vaper
- 02 - I am a smoker
- 03 - I am both a smoker and a vaper
- 04 - I am neither a smoker nor a vaper
- 99 – Not sure

[2018: Q42] DUAL USERS USED CIGARETTES FIRST

37. [IF Q34=02] Compared to before you started vaping, are you now smoking cigarettes...?

- 01 – More days per week
- 02 – About the same v
- 03 – Fewer days per week

[2018: Q43] DUAL USERS USED CIGARETTES FIRST

38. [IF Q34=02] Compared to before you started vaping, are you now smoking ...?

- 01 – More cigarettes per day, on the days that you smoke
- 02 – About the same
- 03 – Fewer cigarettes per day, on the days that you smoke

[2018: Q44] DUAL USERS VAPED FIRST

39. [IF Q34=01] Compared to before you started smoking, are you now vaping...?

- 01 – More days per week
- 02 – About the same
- 03 – Fewer days per week

[2018: Q45] DUAL USERS VAPED FIRST

40. [IF Q34=01] Compared to before you started smoking, are you now vaping...?

- 01 – More times per day, on the days that you vape
- 02 – About the same
- 03 – Fewer times per day, on the days that you vape

[2018: Q46]

DUAL USERS

41. Which of the following best describes the main reason(s) you vape?

SELECT ALL THAT APPLY

LIST FOR: DUAL USERS

- 01 - I'm trying to quit smoking
- 02 - To reduce the number of cigarettes I smoke
- 03 - I vape where smoking is restricted/not allowed
- 04 - I vape in certain social settings where it is more socially acceptable than smoking
- 05 - It's less harmful to my health than smoking
- 06 - It's less harmful to others/family/children than smoking
- 07 - It's cheaper than smoking
- 08 - I like the flavours and/or smell
- 09 - It is fun and exciting
- 10 - I like doing tricks
- 11 - My friends/family vape
- 12 – I vape when it is offered to me
- 13 - It gives me a break from work/school/home

- 14 - It passes the time/boredom
- 15 - Habit/ritual
- 16 - As an alternate source of nicotine
- 17 - It's easier to buy/get than cigarettes
- 18 - It's easier to hide from my family than smoking
- 19 - As a social activity with friends or family
- 97 - Other (Specify)
- 99 - Not sure

[New]

DUAL USERS SMOKED FIRST

42. [IF Q34=02] What is the main reason(s) you continue to smoke in addition to vaping?

- 77 - [Open-ended response]
- 99 - Not sure

DUAL USERS WHO ARE TRYING TO QUIT/CUT DOWN [Q41=01-02]

[2018: Q47 – modified wording]

43. [IF Q41=01-02] Did you get information and/or advice from anyone on using vaping to quit or reduce smoking?

- 01 - Yes
- 02 - No SKIP TO Q.45
- 99 - Not sure SKIP TO Q.45

[2018: Q48 – modified choice option]

44. [IF Q43=01] From where did you get advice on using vaping to quit or reduce smoking?

SELECT ALL THAT APPLY

- 01 - Doctor
- 02 - Nurse/nurse practitioner
- 03 - Pharmacist
- 04 - Dentist
- 05 - Parent/guardian
- 06 - Sister/brother
- 07 - Friend/classmate
- 08 - Co-worker
- 09 - Support group
- 10 - Vape shop
- 11 - Web forum
- 97 - Other [Specify]
- 99 - Not sure

[New]

DUAL USERS TRYING TO QUIT/CUT DOWN

45. [IF Q41=01-02] To help you quit smoking, do you have a specific plan or strategy in place for when to smoke and when to vape?

- 01 - Yes
- 02 - No
- 99 - Not sure

DUAL USERS WHO ARE NOT CURRENTLY TRYING TO QUIT [Q41>01]

[2018: Q52]

46. [IF Q41>01] Are you planning to quit smoking cigarettes...?

- 01 - Within the next month
- 02 - Within the next 6 months
- 03 - Sometime in the future beyond 6 months
- 04 - I am not planning to quit

[2018: Q54]

DUAL USERS WHO ARE TRYING TO QUIT/REDUCE or PLANNING TO QUIT

47. [IF Q41=01-02 OR Q46=01-03] When you are trying to quit or reduce smoking, how important is it to have a range of vaping flavours available to you?

- 01 - Very important
- 02 - Somewhat important
- 03 - Not very important
- 04 - Not at all important
- 99 - Not sure

Former smokers

[2018: Q55 – modified choice options]

FORMER SMOKERS

48. Which of the following best describes the main reason you vape?

SELECT ALL THAT APPLY

LIST FOR: FORMER SMOKERS

- 21 - I used it to help me quit smoking
- 22 – I use them to stay off cigarettes/avoid a relapse
- 05 - It's less harmful to my health than smoking
- 06 - It's less harmful to others/family/children than smoking
- 07 - It's cheaper than smoking
- 08 - I like the flavours and/or smell
- 09 - It is fun and exciting
- 10 - I like doing tricks
- 11 - My friends/family vape
- 12 – I vape when it is offered to me
- 13 - It gives me a break from work/school/home
- 14 - It passes the time/boredom
- 16 - As an alternate source of nicotine
- 17 - It's easier to buy/get than cigarettes
- 18 - It's easier to hide from my family than smoking
- 19 - As a social activity with friends or family
- 97 - Other (SPECIFY)
- 99 - Not sure

[2018: Q56]

FORMER SMOKERS

49. Which of the following did you use to help you quit smoking cigarettes?

SELECT ALL THAT APPLY

- 01 – Vaping products WITH nicotine
- 02 – Vaping products WITHOUT nicotine
- 03 – Nicotine patch
- 04 – Nicotine gum or candy
- 05 – Medication (e.g. Zyban, Champix)
- 06 - Other nicotine replacement therapy products
- 07 - Counselling
- 08 - Acupuncture
- 09 - Hypnosis
- 10 - Self-help books
- 11 - Quit-line
- 97 - Other (SPECIFY)
- 98 – I did not use anything to quit/reduce smoking
- 99 - Not sure

[2018: Q57]

FORMER SMOKERS WHO USED VAPING TO QUIT

50. [IF Q49=01-02] When you were trying to quit smoking, how important was it to have a range of vaping flavours available to you?

- 01 - Very important
- 02 - Somewhat important
- 03 - Not very important
- 04 - Not at all important
- 99 - Not sure

Never smokers

[2018: Q58]

NEVER SMOKERS

51. Which of the following best describes the main reason you vape?

SELECT ALL THAT APPLY

LIST FOR: NEVER SMOKERS

- 05 - It's less harmful to my health than smoking
- 06 - It's less harmful to others/family/children than smoking
- 07 - It's cheaper than smoking
- 08 - I like the flavours and/or smell
- 09 - It is fun and exciting
- 10 - I like doing tricks
- 11 - My friends/family vape
- 12 - I vape when it is offered to me
- 13 - It gives me a break from work/school/home
- 14 - It passes the time/boredom
- 15 - Habit/ritual
- 17 - It's easier to buy/get than cigarettes
- 18 - It's easier to hide from my family than smoking
- 19 - As a social activity with friends or family
- 20 - I like nicotine
- 97 - Other (SPECIFY)
- 99 - Not sure

Nicotine Salts

[2018: Q63]

ASK ALL

52. Nicotine salts are a form of nicotine used in some vaping liquids. They are typically used in closed pod vaping systems but are also available in refillable form (often referred to as "nic salt vape juice"). The concentration of nicotine in these liquids tends to be higher.

Have you ever heard of nicotine salts?

- 01 - Yes
- 02 - No
- 99 - Not sure

[2018: Q64]

IF AWARE

53. [IF Q52=01] Have you ever used nicotine salts?

- 01 - Yes
- 02 - No
- 99 - Not sure

Heated tobacco products

[2018: Q65]

ASK ALL

54. Have you ever seen or heard about heated tobacco products (for example, iQOS®Glo®, or Ploom)?

- 01 - Yes
- 02 - No SKIP TO DEMOGRAPHICS

[2018: Q66]

IF AWARE

55. [IF Q54=01] Have you ever used a heated tobacco product?

- 01 - Yes
- 02 - No

[2018: Q67]

IF USED

56. [IF Q55=01] Which of the following best describes how often you used a heated tobacco product in the past 30 days?

- 01 - I did not use a heated tobacco product in the past 30 days
- 02 - Every day
- 03 - On weekends only (Friday night, Saturday, Sunday)
- 04 - On weekdays only (Monday to Friday)
- 05 - On weekdays and weekends, but not every day
- 06 - I've only had one or two puffs
- 99 - Not sure

Respondent Characteristics

[2018: D1]

D1. What language do you speak most often at home?

- 01 - English
- 02 - French
- 03 - Other
- 99 - Prefer not to answer

[2018: D2]

D2. Do you identify as any of the following?

SELECT ALL THAT APPLY

- 01 - An Indigenous person (First Nations, Inuit or Métis)
- 02 - A member of an ethno-cultural or a visible minority group
- 03 - A member of the LGBTQ2 community
- 04 - None of the above
- 99 - Prefer not to answer

[2018: D3]

D3. What is the highest level of formal education that you have completed?

- 01 - Some high school or less
- 02 - High School diploma or equivalent
- 03 - Registered Apprenticeship or other trades certificate or diploma
- 04 - College, CEGEP or other non-university certificate or diploma
- 05 - University certificate or diploma below bachelor's level
- 06 - Bachelor's degree
- 07 - Post graduate degree above bachelor's level
- 99 - Prefer not to say

[2018: D4]

D4. Which of the following categories best describes your current employment status?

SELECT ONE ONLY

- 01 - Working full-time, that is, 35 or more hours per week
- 02 - Working part-time, that is, less than 35 hours per week
- 03 - Self-employed
- 04 - Unemployed, but looking for work
- 05 - A student attending school full-time/part-time
- 06 - Retired
- 07 - Not in the workforce (full-time homemaker, unemployed and not looking for work)
- 97 - Other [DO NOT SPECIFY]
- 99 - Prefer not to say

[2018: D6]

D6. [ASK 16+ ONLY] Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes?

- 01 - Under \$20,000
- 02 - \$20,000 to just under \$40,000
- 03 - \$40,000 to just under \$60,000
- 04 - \$60,000 to just under \$80,000

- 05 - \$80,000 to just under \$100,000
- 06 - \$100,000 to just under \$150,000
- 07 - \$150,000 and above
- 99 – Not sure/Prefer not to say

[2018: D7]

D7. [ASK 18+ ONLY} Are there any children under 18 years of age living in your household?

- 01 – Yes
- 02 – No
- 99 - Prefer not to say

This completes the survey. On behalf of the Government of Canada, thank you for your participation.

(SURVEY END LINK DIRECTS TO ENVIRONICS WEB SITE)

Footnotes

Footnote 1

Refers to the legal age for buying tobacco products: 18 years in four provinces (Alberta, Saskatchewan, Manitoba, Quebec) and the Territories, and 19 years for all other provinces. It should be noted, however, that vaping products are not tobacco products. Although it may not be clearly stated across provinces and territories, the minimum age of purchasing vaping products is considered the same as tobacco in this report.