

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **One in seven use electronic cigarettes**

### **Two thirds using e-cigs to quit, one quarter to one third are successful**

TORONTO December 11<sup>th</sup>, 2014 - In random sampling of public opinion taken by the Forum Poll™ among 2154 Canadians 18 years of age and older, 1-in-7 had ever used an electronic cigarette, or e-cigarette (15%), and this behaviour is especially characteristic of the youngest (26%), the least wealthy (24%), in the Atlantic provinces (21%) and Alberta (19%) and the least educated (secondary school or less - 21%).

### **Most users also smoke tobacco**

Among those who use e-cigs, two thirds also smoke tobacco (64%), and this is especially the case among the least wealthy (84%) and those in Atlantic Canada (74%). One quarter used to smoke tobacco (27%) and one tenth have never smoked (9%). Among those whose primary reason for use is to help quitting tobacco, a similar proportion no longer smoke (24%), and this may be considered the success rate for this method of smoking cessation.

### **"Vapers" equally like to use disposables, refillables**

Relatively equal proportions, just more than 4-in-10, "vape" disposable e-cigs (45%) or the permanent refillable models (42%). As a refillable e-cig is considerably more costly than a disposable, and requires more maintenance, it is safe to say the refillable users are especially committed to vaping. Those using e-cigs to quit are especially likely to use refillables (48%).

### **Majority use nicotine e-cig fluid**

The majority use nicotine fluid in their e-cigs (53%), either always (29%) or sometimes (24%). Just less than half never use nicotine (47%). Among those using e-cigs to quit tobacco, more are likely to say they always use nicotine "juice" (41%) and fewer, but still a substantial minority, say they never vape nicotine (32%). Those vapers who smoke tobacco still are more likely than all vapers to say they use nicotine juice "always" (38%) or "sometimes" (30%). Those who smoked in the past but do so no longer (many of whom are successful quitters) are much more likely than all vapers to say they never use nicotine juice (63%). Just one third are using nicotine juice (Always - 17%, sometimes - 20%). It is interesting to note that very few of those vapers who never smoked tobacco use nicotine now (4%), while virtually all do not (96%), which would discount the theory that vaping is a gateway to smoking.

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### **TORONTO**

**December 11<sup>th</sup>, 2014**

### **HIGHLIGHTS:**

- 1-in-7 had ever used an electronic cigarette, or e-cigarette (15%).
- Among those who use e-cigs, two thirds also smoke tobacco (64%).
- Relatively equal proportions, just more than 4-in-10, use "vape" disposable e-cigs (45%) or the permanent refillable models (42%).
- The majority use nicotine fluid in their e-cigs (53%), either always (29%) or sometimes (24%). Just less than half never use nicotine (47%).
- When presented with a list of reasons for using e-cigs, most pick "to help quitting tobacco" (29%), followed by those who like the flavours (16% in total, 52% among those who have never smoked).
- Seven-in-ten vapers who are doing so to quit tobacco say they were successful (70%), and well more than a third say they were very successful (37%).

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## **HIGHLIGHTS:**

- One half of those vapers using e-cigs to quit tobacco have done so (48%), either still using nicotine juice (22%) or not (26%).
- "Although penetration of e-cigarettes is not high now, those using them are the young, and this behaviour is bound to become more popular. It appears, contrary to public health authorities' fears, that vaping is not a gateway to tobacco smoking, and many people who never smoked enjoy e-cigs for the flavours, not the nicotine. On the other hand, many vapers are trying to quit smoking tobacco, and between a quarter and a third are successful at this. So, it appears e-cigarettes don't represent the trojan horse they are painted as, and may be a very useful smoking cessation aid," said Forum Research President, Dr. Lorne Bozinoff.

## **Most using e-cigs to quit tobacco**

When presented with a list of reasons for using e-cigs, the plurality pick "to help quitting tobacco" (29%), followed by those who like the flavours (16% in total, 52% among those who have never smoked), the fact they can be vaped where "analog" cigarettes cannot be smoked (14% in total, 18% among those still smoking now), because they're healthier than analogs (10% in total, 14% among those who have never smoked), because they're more convenient than analogs (6% in total, 18% among current smokers) and because of a doctor's advice (4% in total). In total, two thirds of vapers cite quitting tobacco as one of the reasons for vaping (62%).

## **7-in-10 say e-cigs are successful quitting aids**

Seven-in-ten vapers who are doing so to quit tobacco say they were successful (70%), and well more than a third say they were very successful (37%). Among those who used to smoke, but do so no longer, three quarters find e-cigs were very successful at helping quit (76%). Those who still smoke are one third as likely to say they have been very successful (24%), but this may be the quit rate for this method of smoking cessation, and it is an impressive one, as the average quit rate for all types of smoking cessation aids is less than 10%.

## **Half say outcome of attempt to quit has been successful**

One half of those vapers using e-cigs to quit tobacco have done so (48%), either still using nicotine juice (22%) or not (26%). One half are still smoking tobacco but have cut down the amount they use (52%). Among those who smoke now or did so recently, one third say they are no longer doing so (35%), either using nicotine (16%) or not (19%).

"Although penetration of e-cigarettes is not that high now, those using them are the young, and this behaviour is bound to become more popular. It appears, contrary to authorities' fears, that vaping is not a gateway to tobacco smoking, and many people who never smoked enjoy e-cigs for the flavours, not the nicotine. On the other hand, many vapers are trying to quit smoking tobacco, and between a quarter and a third are successful at this. So, it appears e-cigarettes don't represent the trojan horse they are painted as, and may be a very useful smoking cessation aid," said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 2154 randomly selected Canadians 18 years of age or older. The poll was conducted on December 10 - 11<sup>th</sup>, 2014.

Results based on the total sample are considered accurate +/- 2%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at [www.forumresearch.com/samplestim.asp](http://www.forumresearch.com/samplestim.asp)

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at [www.forumresearch.com/polls.asp](http://www.forumresearch.com/polls.asp)

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**E-Cigarette Use**

*'Have you ever used an electronic cigarette, or e-cigarette?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	2154	380	297	407	490	580	1129	1025
Yes	15	26	15	14	8	4	14	15
No	83	72	85	84	90	94	84	83
Have never heard of an e-cigarette	2	2	1	2	2	2	2	2

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	2154	124	419	1085	113	162	251
Yes	15	21	18	11	17	19	12
No	83	73	81	87	82	80	87
Have never heard of an e-cigarette	2	6	1	2	1	1	1

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	2154	431	610	782	331
Yes	15	21	18	11	11
No	83	74	80	89	88
Have never heard of an e-cigarette	2	4	2	0	1

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**Tobacco Use**

*'Do you also smoke tobacco, or have you smoked tobacco in the past?'*

*[Used E-Cigarette]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	249	92	44	55	37	21	129	120
Smoke tobacco now	64	67	62	58	67	67	66	62
Used to smoke tobacco but don't anymore	27	20	29	37	33	33	26	27
Never smoked tobacco	9	14	9	5	0	0	8	10

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	249	22	65	98	14	25	25
Smoke tobacco now	64	74	65	63	56	70	53
Used to smoke tobacco but don't anymore	27	22	26	27	32	19	35
Never smoked tobacco	9	3	8	9	12	11	12

**E-Cig Behavior**

%	Use E-Cigarettes to Quit Tobacco
TOTAL (u/w)	154
Smoke tobacco now	74
Used to smoke tobacco but don't anymore	24
Never smoked tobacco	2

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**Disposable / Refillable E-Cigarettes**

*'Do you use disposable e-cigarettes or the refillable kind?'*

*[Use E-Cigarettes]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	249	92	44	55	37	21	129	120
Disposables	45	50	32	50	39	51	38	52
Refillables	42	38	60	39	42	37	44	41
Use both	12	13	8	11	19	13	18	7

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	249	22	65	98	14	25	25
Disposables	45	56	50	43	39	48	29
Refillables	42	38	34	42	55	44	59
Use both	12	6	15	15	6	9	12

**E-Cig Behavior**

%	Use E-Cigarettes to Quit Tobacco
TOTAL (u/w)	154
Disposables	39
Refillables	48
Use both	13

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**Nicotine / Fluid E-Cigarette**

*'Do you use nicotine e-cigarettes or e-cigarette fluid or not?'*

*[Use E-Cigarettes]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	249	92	44	55	37	21	129	120
Always use nicotine	29	27	30	24	41	50	35	24
Sometimes use nicotine	24	19	26	34	30	30	22	27
Never use nicotine	47	55	44	42	29	20	43	49

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	249	22	65	98	14	25	25
Always use nicotine	29	28	28	33	20	32	26
Sometimes use nicotine	24	16	25	29	18	24	21
Never use nicotine	47	56	47	37	62	44	53

**E-Cig Behavior**

%	Smoke tobacco now	Used to smoke tobacco but don't anymore	Never smoked tobacco	Use E-Cigarettes to Quit Tobacco
TOTAL (u/w)	160	72	17	154
Always use nicotine	38	17	4	41
Sometimes use nicotine	30	20	0	27
Never use nicotine	33	63	96	32

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***E-Cigarettes: Main Reason for Use***

*'What is the main reason you use e-cigarettes?'*

*[Use E-Cigarettes]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	249	92	44	55	37	21	129	120
Using them to quit tobacco	29	21	35	31	46	50	29	29
Find they're healthier than cigarettes	10	9	10	13	5	5	13	7
Like the flavours	16	24	11	7	2	0	12	19
More convenient than cigarettes	6	5	8	7	9	11	9	4
Use them where you can't smoke	14	17	9	17	6	11	13	15
Using them on a doctor's advice	4	4	2	5	5	7	6	2
Some other reason	21	20	26	20	27	16	17	25

***E-Cig Behavior***

%	Smoke tobacco now	Used to smoke tobacco but don't anymore	Never smoked tobacco	Use E-Cigarettes to Quit Tobacco
TOTAL (u/w)	160	72	17	154
Using them to quit tobacco	33	28	5	52
Find they're healthier than cigarettes	10	6	14	11
Like the flavours	10	17	52	5
More convenient than cigarettes	8	3	0	5
Use them where you can't smoke	18	9	4	12
Using them on a doctor's advice	4	6	0	5
Some other reason	17	31	24	9

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***E-Cigarettes: Successful at Helping Quit Tobacco***

*‘How successful are or were e-cigarettes at helping you quit smoking tobacco?’*

*[Use E-Cigarettes to quite tobacco]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	154	49	28	35	27	15	84	70
Very successful	37	37	53	32	21	18	35	39
Somewhat successful	33	32	29	39	25	48	30	36
Not very successful	16	10	11	23	40	14	20	13
Not at all successful	12	18	8	0	13	20	16	7
Don't know yet	2	3	0	6	0	0	0	5

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	154	17	38	67	5	14	13
Very successful	37	43	27	46	47	23	33
Somewhat successful	33	28	30	31	25	38	54
Not very successful	16	10	25	12	0	24	13
Not at all successful	12	19	11	9	29	14	0
Don't know yet	2	0	7	2	0	0	0

**E-Cig Behavior**

%	Smoke tobacco now	Used to smoke tobacco but don't anymore	Never smoked tobacco	Use E-Cigarettes to Quit Tobacco
TOTAL (u/w)	113	39	2	154
Very successful	24	76	43	37
Somewhat successful	41	12	0	33
Not very successful	18	9	57	16
Not at all successful	15	3	0	12
Don't know yet	3	0	0	2

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***E-Cigarettes: Outcome of Attempt to Quit Smoking***

*‘What was the outcome of your attempt to quit smoking tobacco with e-cigarettes?’*

*[Use E-Cigarettes to quite tobacco]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	154	49	28	35	27	15	84	70
Have quit smoking tobacco but still use nicotine	22	18	23	30	12	27	25	19
Have quit smoking tobacco and nicotine too	26	28	29	24	24	18	24	29
Have cut down the amount of tobacco you smoke	52	54	48	46	64	54	51	52

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC
Sample	154	17	38	67	5	14	13
Have quit smoking tobacco but still use nicotine	22	13	26	28	0	20	12
Have quit smoking tobacco and nicotine too	26	38	22	27	47	0	48
Have cut down the amount of tobacco you smoke	52	50	52	46	53	80	40

**E-Cig Behaviour**

%	Smoke tobacco now	Used to smoke tobacco but don't anymore	Never smoked tobacco	Use E-Cigarettes to Quit Tobacco
TOTAL (u/w)	113	39	2	154
Have quit smoking tobacco but still use nicotine	16	38	57	22
Have quit smoking tobacco and nicotine too	19	48	43	26
Have cut down the amount of tobacco you smoke	65	15	0	52

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