

SUMMARY OF E-CIGARETTE SURVEY FINDINGS

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2015 E-cigarettes Survey

Animal and Bylaw Services (ABS)



Prepared for The City of Calgary
By: Nielsen

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Background

The City of Calgary's Animal & Bylaw Services (ABS) division is made up of four distinct areas: Prevention & Public Awareness, Animal Services, Compliance Services and Bylaw Services. Bylaws are essential to address day to day issues that might come up among residents and help Calgarians live in harmony with their neighbours by setting minimum standards for acceptable behaviour.

The objective of this survey is to examine the issue of e-cigarettes and their potential impact on communities and citizens.

This survey was conducted to understand internal and external stakeholder perceptions regarding e-cigarettes. Specifically, it focused on exploring the awareness, familiarity, attitudes and comfort of Calgarians to use or be around someone who is using an e-cigarette.

Methodology

Nielsen conducted an online survey on the topic of e-cigarettes with Calgary residents 18 years of age or older. 561 Calgarians were surveyed online using Nielsen's representative online panel. Respondent qualification was determined based on the age, gender and location provided by respondents at the beginning of the survey. The location information was used to identify the quadrant in which they lived. The final data was weighted to match the Calgary population in terms of gender, age, and city quadrant.

The survey was implemented from 2015 March 19 to March 30. The average survey length was 15 minutes. Respondents were informed regarding the general purpose of the research and the sponsor, The City of Calgary.

The survey covered the following topics:

- Awareness and understanding of e-cigarettes;
- Current or past usage of e-cigarettes;
- Opinions and attitudes surrounding usage of e-cigarettes and regulation of e-cigarettes;
- Perceived comfort level with e-cigarette use including as a potential nuisance, as a potential smoking cessation agent and the potential to renormalize smoking behaviours.

Key Findings

Main Areas	Questions asked	Results	Findings
Comfort Level with E-cigarette Use	How comfortable or uncomfortable would you be if someone in close proximity to you was using an e-cigarette?	- Comfortable-37% - Uncomfortable-54% - Don't know-9%	Most Calgarians are uncomfortable being in close proximity to an e-cigarette user. More to the point, Calgarians are especially uncomfortable with use of e-cigarettes in any indoor public space.
	Why do you say you would be uncomfortable if someone were to use an e-cigarette in close proximity to you?	- Health risks/air pollution/second-hand smoke/contains nicotine-23% - Untested/don't know the risks/dangers of e-cigarettes-21% - Dislike smoking/don't want it nearby/exposed to it-18%	Concerns over e-cigarettes are similar to concerns over regular cigarettes. Among those who say they would be uncomfortable being around someone using an e-cigarette, concerns over second-hand smoke, and risks similar to regular cigarettes are the most common reasons given.
	How safe or risky are e-cigarettes?	64% feel it is risky for children around people who are using an e-cigarette. 52% feel it is risky for seniors around people who are using an e-cigarette. 63% feel it is risky for people with pre-existing health conditions.	Most Calgarians are concerned about the risk to vulnerable groups. The majority of Calgarians believe e-cigarettes are risky for children, seniors and people with pre-existing health conditions.
	How comfortable would you be if you saw someone using an e-cigarette at public places?	% of Calgarians who feel uncomfortable with someone using an e-cigarette at the following public places: Outdoor: - On a street- 28% - At a public park-39% - On a patio where food and drinks are served-52% - At a children's playground-75% Indoor: - At a bar or pub-53% - At a sports arena or stadium-63% - Inside a store-71% - Inside a restaurant-72% - Inside an office building-71% - On public transit-75% - Inside a public building-72% - Inside a healthcare facility-84%	Calgarians are uncomfortable with e-cigarette use indoors. Most residents are generally open to outdoor e-cigarette use, although more than half are uncomfortable with use on restaurant patios. Over 70% of Calgarians are uncomfortable with e-cigarette use inside most public buildings; however, 53% are uncomfortable with its use in a bar or pub and 63% are uncomfortable with use at a sports arena or stadium. Calgarians are least comfortable with e-cigarette use in areas associated with vulnerable groups. Very few Calgarians are comfortable with e-cigarette use at children's playgrounds or inside healthcare facilities.

Main Areas	Questions asked	Results	Findings
Attitude Towards E-cigarette Use and Perceptions of Regulations	How strongly do you agree or disagree with the impact the statements?	- Promotes smoking behaviour to children-56% agree - Nuisance for people in proximity to someone using one-44% agree - Will make smoking behaviour more acceptable-28% agree - Far less harmful than a traditional cigarette for people in close proximity- 39% agree with 37% don't know - Far less harmful than a traditional cigarette for the person using it- 36% agree with 35% don't know	Most Calgarians agree with the statement that use of e-cigarettes promotes smoking behaviour to children. There is general agreement that this is a potential concern about e-cigarettes Nearly half strongly or somewhat agree that e-cigarette use is a nuisance for people in close proximity to a user. 28% feel that e-cigarette use will re-normalize smoking behaviour; 40% disagree with the statement. Many Calgarians are unsure about how harmful e-cigarette use is for users and those around them. 37% are neutral or don't know whether being in close proximity to an e-cigarette user is far less harmful than regular second-hand smoke. Similar proportions (35%) give the same responses on whether e-cigarette use is far less harmful for the user.
	Do you know whether Federal, Provincial, or Municipal e-cigarette regulations exist?	- Yes-16% - No- 44% - Don't know-40%	Calgarians are generally uncertain about whether e-cigarettes are regulated. Approximately 40% of Calgarians are not sure if The City of Calgary has bylaws on use of e-cigarettes and a similar proportion don't think The City of Calgary has bylaws to regulate e-cigarette use. Only 15% think The City has bylaws regulating e-cigarettes.

Main Areas	Questions asked	Results	Findings
Awareness and Understanding of E-cigarettes	Have you heard of e-cigarettes before?	• Yes-91% • No-9% • Don't know-1%	Most Calgarians say they know what e-cigarettes are; however, 31% are unable to provide an answer when asked to describe them. The two most commonly provided descriptions are: Vapour cigarette/Emits vapour/Uses water (24%) and Substitute/looks or feels like real cigarettes (22%).
	Have you ever used an e-cigarette?	• Yes-20% • No-80%	E-cigarette use is significantly more popular among younger age groups. 35% of 18-34 year olds have used an e-cigarette at some point. The proportion of users goes down steeply with age, with 14% of 35-54 year olds and only 8% of those 55 years or older having used an e-cigarette before.
Current Usage and Motivations	In which of the places have you seen someone use an e-cigarette?	71% Calgarians have seen someone using an e-cigarette. The common public places where Calgarians have seen someone using an e-cigarette are as follows: Outdoor: ○ On a street- 61% ○ At a public park-32% ○ Patio where food and drinks are served-30% ○ At a children's playground-8% ○ Other outside area-34% Indoor: ○ At a bar or pub-33% ○ Inside a public building-24% ○ Inside an office building-14% ○ In a restaurant-18% ○ At a sports arena or stadium-15% ○ In a store-14% ○ On a public transit-13% ○ Inside a healthcare facility-3% ○ Other indoor area-14%	The most common e-cigarette sighting is on the street. The next most common public place is inside a bar or pub.
	What do you think is the primary reason people use e-cigarettes?	For e-cigarette users: ○ E-cigarette can help me quit smoking-47% ○ Not allowed to smoke regular cigarettes-34% ○ E-cigarettes are a safer option-30% For non e-cigarette users: ○ E-cigarette can help me quit smoking-35% ○ Not allowed to smoke regular cigarettes-20% ○ E-cigarettes are a safer option-18%	Generally, non-users believe e-cigarettes are used primarily as a smoking cessation tool.