

YouGov / ASH Survey Results
Sample size - 12,269 GB Adults
Fieldwork - March 2014

Which of the following statements BEST applies to you?

	Total	Smoking status					Smoker
		I have never smoked	I used to smoke but I have given up now	I smoke but I don't smoke every day	I smoke every day	Non-smoker	
Unweighted base	12269	6081	4478	375	1335	10559	1710
Base	12269	6594	3817	477	1382	10411	1858
I have never heard of e-cigarettes and have never tried them	7%	10%	6%	4%	3%	8%	3%
I have heard of e-cigarettes but have never tried them	79%	87%	81%	54%	40%	85%	44%
I have tried e-cigarettes but do not use them (anymore)	8%	1%	7%	26%	37%	3%	34%
I have tried e-cigarettes and still use them	4%	0%	5%	15%	19%	2%	18%
Don't know	2%	2%	1%	2%	2%	2%	2%
Net: Heard of	91%	88%	93%	95%	95%	90%	95%
Net: Tried	12%	1%	12%	41%	55%	5%	52%

Thinking about electronic cigarettes, to what extent do you agree or disagree with the following statements? - On balance electronic cigarettes will be good for the health of the public

	Total	Smoking status					Smoker
		I have never smoked	I used to smoke but I have given up now	I smoke but I don't smoke every day	I smoke every day	Non-smoker	
Unweighted base	11307	5467	4200	354	1286	9667	1640
Base	11132	5801	3561	452	1318	9363	1770
Strongly agree	7%	5%	7%	10%	15%	5%	13%
Agree	28%	26%	27%	40%	35%	26%	37%
Neither agree nor disagree	26%	26%	26%	24%	28%	26%	27%
Disagree	14%	15%	15%	10%	6%	15%	7%
Strongly disagree	9%	10%	9%	3%	3%	10%	3%
Don't know	17%	18%	16%	12%	12%	17%	12%
Net: Agree	35%	31%	33%	50%	50%	32%	50%
Net: Disagree	22%	25%	24%	13%	9%	25%	10%

Which of the following statements best describes the FIRST e-cigarette you used?

	Total	Smoking status					Smoker
		I have never smoked	I used to smoke but I have given up now	I smoke but I don't smoke every day	I smoke every day	Non-smoker	
Unweighted base	1337	54	405	141	737	459	878
Base	1488	75	452	195	766	527	961
A disposable electronic-cigarette (non-rechargeable)	20%	14%	19%	21%	20%	18%	20%
An electronic cigarette kit that is rechargeable with replaceable pre-filled cartridges	51%	19%	51%	35%	59%	46%	54%
An electronic cigarette that is rechargeable and has a tank or reservoir that you fill with liquids	18%	35%	21%	17%	15%	23%	15%
Other	1%	3%	1%	-	1%	1%	1%
Don't know/ can't remember	10%	30%	8%	27%	6%	11%	10%

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Total	Smoking status	Smoking status	Smoking status	Smoking status	Smoking status	Smoking status
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Which of the following statements best describes the e-cigarette you MOST OFTEN USE NOWADAYS?

	Total	Smoking status					
		I have never smoked	I used to smoke but I have given up now	I smoke but I don't smoke every day	I smoke every day	Non-smoker	Smoker
Unweighted base	498	7	174	55	262	181	317
Base	519	9	180	72	258	189	329
A disposable electronic-cigarette (non-rechargeable)	8%	-	3%	6%	13%	3%	11%
An electronic cigarette kit that is rechargeable with replaceable pre-filled cartridges	47%	60%	42%	31%	54%	43%	49%
An electronic cigarette that is rechargeable and has a tank or reservoir that you fill with liquids	41%	15%	53%	46%	32%	51%	35%
Other	0%	-	0%	-	0%	0%	0%
Don't know/ can't remember	4%	26%	2%	17%	1%	3%	5%

I use/used electronic cigarettes... (Please tick all that apply)

	Total	I used to smoke but I have given up now	Smoker
Unweighted base	1337	174	317
Base	1488	180	329
To help me stop smoking tobacco entirely	38%	71%	36%
To help me reduce the amount of tobacco I smoke, but not stop completely	25%	15%	48%
Because I had made an attempt to quit smoking already and I wanted an aid to help me keep off tobacco	29%	48%	27%
Because I want to continue to smoke tobacco and I needed something to help deal with situations where I cannot smoke (e.g. workplaces, bars or restaurants)	15%	11%	30%
To avoid putting those around me at risk due to second-hand tobacco smoke	13%	33%	19%
To save money compared with smoking tobacco	24%	39%	37%
Because I felt I was addicted to smoking tobacco and could not stop using it even though I wanted to	18%	44%	17%
Other	15%	5%	2%