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Social Values and Psychographic Segmentation of Tobacco and Nicotine Users and Non-Users

Final Report

Prepared for Health Canada

Supplier name: Earncliffe Strategy Group

Contract number: HT372-192982/001/CY

Contract value: \$239,989.12

Award date: September 6, 2019

Delivery date: February 21, 2020

Registration number: POR 048-19

For more information on this report, please contact Health Canada at:

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Ce rapport est aussi disponible en français.

Canada 

Social Values and Psychographic Segmentation of Tobacco and Nicotine Users and Non-Users

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February 2020

This public opinion research report presents the results of an online survey and focus groups conducted by Earncliffe Strategy Group on behalf of Health Canada. The research was conducted from September 2019 to February 2020.

Cette publication est aussi disponible en français sous le titre : Valeurs sociales et segmentation psychographique des utilisateurs et des non-utilisateurs de tabac et de nicotine

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Catalogue Number: H14-345/2020E-PDF

International Standard Book Number (ISBN): 978-0-660-34329-7

Related publications (registration number: POR 048-19)

H14-345/2020F-PDF (Final Report, French)
978-0-660-34330-3

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EXECUTIVE SUMMARY

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to Health Canada summarizing the results of the quantitative and qualitative research conducted to understand social values and psychographic segmentation of tobacco and nicotine users and non-users.

The Government of Canada made the commitment to reduce tobacco use to less than 5% by 2035 in order to help combat the prevalence of chronic diseases, such as cancer, respiratory ailments, and heart disease. In order to achieve this goal Health Canada created a robust surveillance program capable of pinpointing a variety of statistics related to smoking and vaping; from the number of cigarettes an individual smokes per day, to how old they were when they had their first cigarette or vape. While this data has provided a variety of insights and information with regards to demographics (age, gender, province, income, etc.) there is still limited understanding as to who people who smoke or vape are on a more personal level. The aim of this research was to understand their morals, values, belief systems, health views, etc. The specific objectives were to explore whether or not there are different segments within the smoking and vaping population with whom different messages would resonate stronger than those currently in use. The research focused on vaping, while youth smoking rates are at historic lows, youth vaping is currently increasing at an overwhelming rate particularly among youth 16 and 19, thus Health Canada wanted to further understand this phenomenon. Feedback from this research will help Health Canada understand how to maximize different policies to achieve their 2035 target. The total cost to conduct this research was \$239,989.12 including HST.

In addition to the information objectives, Health Canada needed to ensure each of a variety of specific target audiences were adequately sampled in order to more clearly understand the nuance of opinion by target audience. Each target audience – some of which are not mutually exclusive – had the following target sample sizes:

- At least n=2,000 people aged 15-19;
- At least n=1,000 people aged 15 or older who smoke;
- At least n=1,000 people aged 15 or older who vape;
- At least n=500 people aged 15-19 who vape; and,
- At least n=700 people aged 20 or older who vape.

To meet all of these objectives, Earnscliffe conducted a two-phased research program.

The research began with a quantitative phase involving an online survey of 7,773 Canadians aged 15 and older. The online survey was conducted using our data collection partner, Leger's, proprietary online panel. To achieve the target sample sizes for all target audiences identified, Earnscliffe developed a data collection approach that began with a total of 6,071 interviews collected as a core sample of the general population aged 15 years and older. Subsequently, the following oversamples were collected among each of the audiences listed below in order to meet all of the target audience sample objectives:

- 1595 additional cases among youth aged 15-19; and
- 107 additional cases among people aged 20 years and older who vape.

In the end, each of the target audiences achieved the following sample sizes:

- n=2,013 people aged 15-19;
- n=1,420 people aged 15 or older who smoke;
- n=1,232 people aged 15 or older who vape;
- n=523 people aged 15-19 who vape; and,
- n=709 people aged 20 or older who vape.

The survey was conducted from December 24th to January 21st, 2020 in English and in French. The data was weighted to reflect the demographic composition of the Canadian population aged 15 and older, including the incidence of smoking. Because the online 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. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Government of Canada Public Opinion Research for online surveys.

Additionally, due to the use of non-probability online opt-in panels for data collection, this survey should not be relied upon for incidence rates of behaviour. For statistical information on prevalence, refer to the Canadian Tobacco, Alcohol and Drugs Survey (CTADS, available at <https://www.canada.ca/en/health-canada/services/canadian-tobacco-alcohol-drugs-survey.html>).

The second phase of research involved a qualitative phase which included a series of fifteen focus groups with three segments of the Canadian population (18+): adults who currently vape but have never smoked, adults who currently vape but formerly smoked cigarettes, and adults who currently vape and smoke cigarettes (dual users). Three sessions were conducted in each of the following five cities: Halifax (February 3, 2020); Montreal (February 4, 2020); Toronto (February 5, 2020); Calgary (February 6, 2020); and Vancouver (February 8, 2020). All groups were 1.5 hours in length. The groups in Montreal were conducted in French, all others were conducted in English.

It is important to note that qualitative research is a form of scientific, social, policy and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn and findings cannot reliably be generalized beyond their number.

The key findings from the research are presented below. Bolded results indicate that the result of the demographic group mentioned is significantly higher (at the 95% confidence interval) than the result found in other subgroups discussed in same analysis.

Understanding of Vaping and Nicotine

- In terms of the perceptions of all respondents, the plurality (31%) feel that vaping products are most commonly associated with both recreational uses, and as something to help people quit smoking. This overlapping of motivations begins to separate somewhat when analyzed on the basis of behaviour. Among those who vape, there are two general categories of people: those who do so as a way to reduce or eliminate their use of cigarettes; and those for whom the activity provides some other benefit or benefits.
- The main reasons why people who vape choose to do so included to quit smoking (26%), to reduce stress/relax (13%), and because of peer pressure/social purposes (11%). The main reasons why people who do not vape with nicotine choose not to included health concerns (33%), to quit smoking or vaping with nicotine (22%), and because they are generally uninterested (17%). Focus group discussions with those who vape reinforced these survey findings and added some colour to the insights. Most described starting out of curiosity and with a friend or friends who already vaped and in nearly all cases, their first experience was using a device owned by someone else. Many participants described appreciating the social aspect and the stress relief vaping provides them. Contrastingly, participants who currently smoke or smoked in the past, were more inclined to describe their motivation as one of smoking cessation, typically as a substitute for some but not all of the cigarettes they would typically smoke each day. These people tended to more often cite particular aspects of vaping that they appreciated: that it more closely replicated the hand-to-mouth motion of smoking; and that it can provide a reasonably similar throat sensation that they seek when smoking. Most who vape started out of curiosity because a friend or acquaintance introduced them to it.
- In terms of health concerns, neither vaping nor smoking are top-of-mind concerns when asked to name the most pressing health issues presently facing Canada, with neither mentioned by more than 1% of respondents. When it comes to vaping specifically, respondents tend to describe their level of knowledge of health impacts as modest at best, but whether in spite of a lack of knowledge or because of it, the perception of harm is fairly widespread. Only 43% of respondents felt they were knowledgeable of the health impacts of vaping products containing nicotine. Even fewer (36%) considered themselves knowledgeable of the health impacts of vaping products containing cannabis, and even less (31%) considered themselves knowledgeable of the health impacts of vaping products containing flavours only. Nevertheless, the majority (69%) felt vaping products containing nicotine were extremely/very harmful. Half (50%) felt products containing cannabis were harmful, and roughly a third (38%) felt products containing only flavours were harmful. Over half (52%) of respondents felt that the health risk of vaping products is the same regardless of the level of nicotine.
- Overall, respondents are somewhat divided over the relative harms of vaping products containing nicotine as compared to cigarettes. When compared to cigarettes, 40% of respondents felt that vaping products containing flavours only were less harmful, while 30% felt the same about products containing cannabis, and 20% felt the same about products containing nicotine. In focus groups, participants tended to add that while the long-term health effects of smoking cigarettes are definitely negative, known and well-established, there is a degree of uncertainty due to a lack of history or evidence of long-term effects related to vaping. Those in groups who currently smoke or smoked in the past were much more adamant that the harms of vaping, whatever they may end up being, are unlikely to be as bad as the harms associated with smoking cigarettes.
- There are some differences of opinion based upon usage behaviours that are worth noting in terms of perceived health risks. Respondents who vape with higher concentrations of nicotine (2%+) are more likely to feel that vaping products containing nicotine are less harmful (a little harmful or not at all harmful) than those who vape with under 2% nicotine, or none at all (**28%** compared to 18% and 7% respectively). Similarly, people

who vape once a month or less were significantly more likely to find vaping products containing nicotine extremely harmful (**20%**) compared to those who vape daily (5%).

- Much of the sense of fear over the health effects associated with vaping appears to have developed relatively recently. Half (47%) felt that their impression of harm associated with vaping products containing nicotine has worsened. Two in five (40%) reported the same of vaping products containing cannabis, and 39% felt the same about products containing flavours only. The main reason impressions of vaping products changed over time was media reports, followed by news of people dying/getting sick from vaping, and finally the idea that vaping causes lung damage/disease. Focus group discussions elicited a widespread sense that emerging stories about lung disease introduced new concerns about what they were putting in their lungs, although those who currently smoke were less inclined to describe themselves as discouraged by this same emerging health issue.
- In terms of addiction, both the quantitative and qualitative phases demonstrated that most understand the addictive nature of nicotine, whether in cigarettes or in vaping products that contain nicotine. That said, there are still many who believe that even vaping products that do not contain nicotine are addictive. Vaping products containing nicotine were seen by far as the most addictive (83%) followed by products containing cannabis (67%), and lastly products containing flavours only (50%). When people who vape were asked if they consider themselves addicted, half (50%) reported being either very or a little addicted. Respondents who self-assessed themselves as very addicted to vaping were much more likely than others to feel that vaping products containing flavours only (28%) or containing nicotine (62%) are extremely harmful. In the focus groups, it should be noted that virtually none said they were vaping products that do not contain nicotine. That noted, there were many participants who felt their vaping was an addiction, some described it as “already” being an addiction, since their tenure was a few years or less. Those in the groups who described themselves as addicted often resented that fact and felt that an addiction to nicotine was more problematic than being addicted to something like chocolate, given the physical discomfort of withdrawal that comes with attempting to quit nicotine and which they believe is not involved when quitting an addiction to something like chocolate.

Packaging

- While most focus group participants describe their initial contact with vaping as being in a social setting and not involving packaging, it was clear from the groups and is clear in the survey results, that there is fairly widespread exposure to packaging among those who vape. Three-quarters of respondents (75%) bought/received their vaping devices in a box. And two-thirds (65%) bought/received their pods/liquids in an original box. Roughly a third (30%) of respondents who vape keep their device in its original packaging. This number grows to 39% with pods/liquids. Majorities of all age groups discard packaging although those 25 years of age or older are slightly more likely to keep their product in its original packaging (34%).
- Respondents who vape daily were much more likely to say their vaping device (**96%**) or pods/liquid (**79%**) came in a box, compared to those who vape once a month or less (66% and 62% respectively). In focus group discussions, those who vape less frequently tended to include many who only vape socially and a few who still only vape products owned by others, thus limiting their exposure to packaging.

Current and Past Behaviours

- As this survey involves a non-probability sample, any results about behaviour are useful for identifying those who behave in one way or another and enabling comparison of groups of respondents based upon behaviour, but the incidence results are not reliable measures of the proportions who do so. For statistical information on prevalence, refer to the Canadian Tobacco, Alcohol and Drugs Survey (CTADS, available at <https://www.canada.ca/en/health-canada/services/canadian-tobacco-alcohol-drugs-survey.html>).
- Given the large survey sample and the oversampled populations, the subsets of respondents identified by behaviour provide ample cell sizes for detailed statistical examination. One in five respondents (19%) have smoked cigarettes in the past 30 days, one in ten (9%) have vaped with nicotine, 6% have vaped with flavours only or vaping products that they were unsure of the nicotine content, and 7% have vaped with cannabis.
- Frequency and duration of smoking are both much higher than for vaping. Of respondents who have smoked in the past 30 days, over half (53%) did so every day, and the majority have been smoking for over 10 years (56%). Of the respondents who have vaped with nicotine in the past 30 days, a quarter (24%) did so every day, and the plurality (37%) have been vaping with nicotine for less than a year. The plurality of respondents who vape do so once per day (17%), however 13% vape more than 10 sessions per day.
- Among those who currently neither smoke nor vape, there is a significant group with experience with cigarettes, but much fewer with experience vaping. Of respondents who have not smoked or vaped with nicotine in the past 30 days, two out of five (39%) have smoked in the past, and 8% have vaped with nicotine in the past. Given the years that each behaviour has been possible, it should be expected that the behaviour that has a longer history has a greater proportion with experience.
- In terms of what it is that people are vaping, nearly all who vape are vaping flavours (93%) and most are vaping products that contain nicotine (67% of those who solely vape, and 84% of dual users). With regards to vaping devices used, the most common device was the one with a tank that you refill with liquid; 70% of respondents have used this device before. The second most used was the device with pre-filled pods/cartridges (50%), followed by disposable devices (36%). Over half of those who vape do so with 2% or higher nicotine concentration (58%), and a third (32%) do so with more than 20mg/ml nicotine concentration. A third of respondents have used nicotine salts before (30%), and a fifth (19%) have heard of them but never used them. Of those who have used nicotine salts, opinions are split; 34% prefer nicotine salts, while 33% prefer vaping with nicotine but not nicotine salts.
- The use of flavours is extremely common and for many, a key factor influencing their behaviour. Of all respondents who vape at all, only 2% say they vape an unflavoured product, whether it contains nicotine or not. The most popular flavour is fruit (30%) followed by mint/menthol (17%), and tobacco (11%). In focus groups, participants described the flavours as appealing, that they tended to have developed an affinity to one or more. Some participants said they would not vape at all if there were no flavours and several of the focus group participants who smoke indicated some discomfort with the concept of vaping without flavours. A few of these individuals offered that the flavour is one of the aspects that helps them choose to vape instead of smoke a cigarette.

- Of those who have tried to quit smoking, equal proportions (19% in each case) have tried vaping with nicotine or using a nicotine replacement therapy (e.g., nicotine gum, nicotine patch, nicotine inhaler, etc.). Slightly fewer (12%) indicated having tried vaping without nicotine. One in four (26%) said they tried other ways of quitting smoking. For those who have tried vaping in an attempt quit smoking but ultimately returned to smoking, the most common reasons they went back to cigarettes is because it is hard to quit (17%), that vaping not working/satisfying needs/not getting the same feeling (16%), or they desired the effects they got from cigarettes (i.e. stress reduce/relaxation) (9%). For those who attempted to quit by using vaping products but have gone back to smoking, when asked what method they would use to quit smoking in the future, the majority of survey respondents opted for other ways (63%), though roughly half (48%) said they would try a nicotine replacement therapy, and less than a third (30%) would try vaping with nicotine. The focus groups demonstrated fairly clearly that people who currently smoke and formerly smoked who vape now are largely doing so as a means to reduce or eliminate their use of cigarettes. The impact it has had on their smoking varies with some crediting vaping with helping them quit, others with helping them cut down on smoking and others indicating that vaping nicotine has added to their behaviours without reducing any cigarette consumption.

Psychographic Indexing of Nicotine Behaviours

- The survey contained numerous variables specifically designed to enable psychographic analysis behaviours. These included self-identification of personality traits, values, life goals and activities that people enjoy in their spare time. Comparing the propensity for one behaviour or another among those who self-identify with a particular psychographic characteristic with the overall propensity for that behaviour, index scores were created to identify linkages between behaviours such as smoking and vaping and each psychographic characteristic. The results demonstrate there are clearly linkages relating psychographics to each of four behaviour categories: exclusively smoking; exclusively vaping; dual use; and, doing neither. The dataset allows for any number of behaviours or subsets of the population to be profiled in this way.
- The people who are more likely to be **only smoking** include:
 - Those not satisfied with their life, feel like they are not making progress financially and describe themselves as depressed;
 - Those who value loyalty and respect tradition;
 - Those who fail to identify a life goal; and
 - Those who identify hunting/fishing and drinking as things they like to do.
- The people who are more likely to be a **dual user** include:
 - Those not satisfied with their life, feel like they are falling behind financially, and those who have an optimistic outlook;
 - People describe themselves as being fashionable, trendy, hedonistic, experimental, depressed, excitable, lazy, moody, neurotic and a follower;
 - People who value being adventurous or creative;
 - Those who want to be famous and want to have a clear career path; and
 - Those who identify drinking, texting, performing, gaming, and hunting/fishing as things they like to do.
- The people who are more likely to be **vaping only** include:

- Those who have an optimistic outlook and are neither satisfied nor dissatisfied with their life;
- Those who pay little or no attention to current events;
- People describe themselves as being hedonistic, trendy, fashionable, lazy, experimental, neurotic, bubbly, moody, modern, anxious, stressed, depressed and a follower;
- Those who value being adventurous and successful;
- Those who want to be famous, want to have a clear career path, who want peer recognition, want a full-time steady job and want to get married or have a life partner; and
- Those who identify texting, drinking, shopping, gaming visual arts, social media, performing and playing sports as things they like to do.

Research Firm:

Earncliffe Strategy Group Inc. (Earncliffe)

Contract Number: HT372-192982/001/CY

Contract award date: September 6, 2019

I hereby certify as a Representative of Earncliffe Strategy Group that the final 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.

Signed:

Date: February 24, 2020

Doug Anderson
Principal, Earncliffe

INTRODUCTION

Earnscliffe Strategy Group (Earnscliffe) is pleased to present this report to Health Canada summarizing the results of the quantitative and qualitative research conducted to understand social values and psychographic segmentation of tobacco and nicotine users and non-users.

Health Canada would like to understand tobacco and vaping use on a different level in order to discover new ways to communicate with audiences who currently use tobacco and vaping products. The overall objective of the research was to investigate social values, psychographic characteristics and values in order to better understand the segments of Canadians.

The specific objectives of the research included:

- Gather secondary information on Canadians' motivations to engage, core values, interests including smoking/vaping behaviours, including cessation, and knowledge, etc.;
- Seek a better understanding of Canadians' views and understanding on this issue (including stigma related to tobacco and vaping use);
- Segment the Canadian population into distinct segments based on their psychographic and behaviour characteristics in a context of smoking/vaping behaviours and knowledge; and,
- To understand the specific attitudes and behaviours among youth who vape.

The research will help Health Canada facilitate the development and refinement of alternative messaging approaches; including the potential use of messages that address social values.

In addition to the information objectives, Health Canada needed to ensure each of a variety of specific target audiences were adequately sampled in order to more clearly understand the nuance of opinion by target audience. Each target audience – some of which are not mutually exclusive – had the following target sample sizes:

- At least n=2,000 people aged 15-19;
- At least n=1,000 people aged 15 or older who smoke;
- At least n=1,000 people aged 15 or older who vape;
- At least n=500 people aged 15-19 who vape; and,
- At least n=700 people aged 20 or older who vape.

To meet all of these objectives, Earnscliffe conducted a two-phased research program.

The research began with a quantitative phase involving an online survey of 7,773 Canadians aged 15 and older. The online survey was conducted using our data collection partner, Leger's, proprietary online panel. To achieve the target sample sizes for all target audiences identified, Earnscliffe

developed a data collection approach that began with a total of 6,071 interviews conducted collected as a core sample of the general population aged 15 years and older. Subsequently, the following oversamples were collected among each of the audiences listed below in order to meet all of the target audience sample objectives:

- 1595 additional cases among youth aged 15-19; and
- 107 additional cases among people aged 20 years and older who vape.

In the end, each of the target audiences achieved the following sample sizes:

- n=2,013 people aged 15-19;
- n=1,420 people aged 15 or older who smoke;
- n=1,232 people aged 15 or older who vape;
- n=523 people aged 15-19 who vape; and,
- n=709 people aged 20 or older who vape.

The quantitative study was designed to shed light on how psychographic characteristics relate to vaping and smoking behaviours. Throughout this report, analysis has focused on those who smoke, those who are dual users and those who vape – including analysis of the 15+ sample overall, as well as among three different age groups.

For the tables, wherever the terms smokes or vapes are used, it refers to people who have done this in the past 30 days. The term dual refers to individuals who both smoke and vape. The results of the 2017 Canadian Tobacco, Alcohol and Drugs Survey (2017) were used in the weighting scheme to ensure the results reflect appropriate relative proportions by behaviour (<https://www.canada.ca/en/health-canada/services/canadian-tobacco-alcohol-drugs-survey/2017-summary/2017-detailed-tables.html#t9>).

The tables below indicate the total number of cases both overall and by region, for the final total sample of 7,773 cases, which includes the base sample of 6,071 Canadians aged 15 years and older and each of the oversamples.

Exhibit I: *Regional distribution of base sample and oversample cases. Note that it is possible a respondent can qualify as someone who smokes and someone who vapes, depending upon their behaviours.*

Unweighted n's	AC	QC	ON	MB/SK	AB	BC	TOTAL
Total respondents aged 15+	576	1944	2925	531	834	963	7773
Respondents aged 15-19	174	513	748	155	218	205	2013
Respondents aged 20+	402	1431	2177	376	616	758	5760
Total respondents aged 15+ who smoke	152	317	493	107	159	192	1420
Total respondents aged 15-19 who smoke	64	39	79	22	20	30	254
Total respondents aged 20+ who smoke	88	278	415	85	139	162	1167
Total respondents aged 15+ who vape	125	262	444	81	132	188	1232
Total respondents aged 15-19 who vape	74	112	179	41	48	69	523
Total respondents aged 20+ who vape	51	150	265	40	84	119	709

The surveys were conducted from December 24th to January 21st, 2020 in English and in French. The data was weighted to reflect the demographic composition of the Canadian population aged 15 and older. Because the online 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. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Government of Canada Public Opinion Research for online surveys. Additionally, due to the use of non-probability online opt-in panels for data collection, this survey should not be relied upon for incidence rates of behaviour. For statistical information on prevalence, refer to the Canadian Tobacco, Alcohol and Drugs Survey (CTADS, available at <https://www.canada.ca/en/health-canada/services/canadian-tobacco-alcohol-drugs-survey.html>). For more details on the methodology of the survey, please see Appendix D.

The second phase of research involved a qualitative phase which included a series of fifteen focus groups with three segments of the Canadian population (18+): adults who currently vape but have never smoked, adults who currently vape but formerly smoked cigarettes, and adults who currently vape and smoke cigarettes (dual users). For each group, a maximum of ten (10) individuals were recruited as participants. In total, 113 people participated in this phase of focus group discussions. Three sessions were conducted in each of the following five cities: Halifax (February 3, 2020); Montreal (February 4, 2020); Toronto (February 5, 2020); Calgary (February 6, 2020); and Vancouver (February 8, 2020). All groups were 1.5 hours in length. The groups in Montreal were conducted in French whereas all other locations were conducted in English. Please refer to the Recruitment Screener in the Appendix of this report for all relevant screening and qualifications criteria.

In each city, the groups with adults who currently vape but have never smoked began at 5:00 pm (10:00 AM in Vancouver), the groups with adults who currently vape but formerly smoked cigarettes began at 6:30 pm (11:30 AM in Vancouver) and the groups with adults who currently vape and smoke cigarettes (dual users) began at 8:00 pm (1:00 PM in Vancouver). The sessions were approximately 1.5 hours in length. Focus group participants were given an honorarium of \$100 as a token of appreciation for their time. Refer to Appendix A and C for the methodology breakdown of each

respective phase. Appendix B includes the survey instrument used in the quantitative phase. Finally, Appendix D, E and F provide greater detail on how the groups were recruited, the discussion guides used in the focus groups, and the handouts used in the focus groups.

Bolded results presented in this report indicate that the difference between the demographic groups analysed are significantly higher than results found in other columns in same demographic analysis. Unless otherwise noted, differences highlighted are statistically significant at the 95% confidence level. The statistical test used to determine the significance of the results was the Z-test. Due to rounding, results may not add to 100%.

The qualitative findings of the second phase of research are woven throughout the report. The second phase of focus groups was conducted with three key audiences: adults who currently vape but have never smoked, adults who currently vape but formerly smoked cigarettes, and adults who currently vape and smoke cigarettes (dual users). Except where specifically identified, the qualitative findings in this report represent the combined results for all audiences, as the findings were very consistent.

For the tabular results selected for highlighting in the body of the report, the “Total” column always includes all respondents answering a particular question, but in the interest of brevity, not all subset categories are necessarily compared with each other. For example, in many cases specific age breaks under 25 years of age are displayed, but not the responses of older age categories, although the “Total” column includes respondents from all age categories.

It is important to note that qualitative research is a form of scientific, social, policy and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn, and findings cannot reliably be generalized beyond their number.

DETAILED FINDINGS

The following report is divided into five sections: understanding of vaping, nicotine, and packaging; current and past behaviours; psychographic profiling; sample profile: nicotine behaviours; and, sample profile: demographics. Results from the qualitative phase of research are woven in throughout the report where applicable. Details about the survey design, methodology, sampling approach, and weighting of the results may be found in the Survey Methodology Report in Appendix D. Percentages may not add up to 100% due to rounding. Bolded results indicate that the result of the demographic group mentioned is significantly higher (at the 95% confidence interval) than the result found in other subgroups discussed in same analysis. Throughout the report, the term youth refers to those 15-19 years of age, young adults refers to those 20-24 years of age, and the term adults refers to those aged 25 and older. Except where specifically identified, the qualitative findings represent the combined results across the various audiences and for both English and French. The quantitative findings focus primarily on the differences across the target segments: the two oversamples and the general population as a whole. Appended data tables provide results of findings across a much broader range of characteristics, behaviours and attitudes.

The final data were weighted to replicate actual distribution of population aged 15 and older by region, age and gender according to the most recent Census (2016) data available and by the 2017 Canadian Tobacco, Alcohol and Drugs Survey (CTADS) to reflect the actual distribution of people by smoking and vaping behaviours. For the purposes of reporting, when examining the quantitative results among people who smoke, the sample combines the people who smoke (who indicate having smoked in the past 30 days) found in the general population sample and both oversamples. Thus, the data on people who smoke or vape is reflective of the population as defined by the proportion who have done so in the past 30 days.

Exhibit II: Regional distribution of base sample and oversample cases. Note that it is possible a respondent can qualify as someone who smokes and someone who vapes, depending upon their behaviours.

Unweighted n's	AC	QC	ON	MB/SK	AB	BC	TOTAL
Total respondents aged 15+	576	1944	2925	531	834	963	7773
Respondents aged 15-19	174	513	748	155	218	205	2013
Respondents aged 20+	402	1431	2177	376	616	758	5760
Total respondents aged 15+ who smoke	152	317	493	107	159	192	1420
Total respondents aged 15-19 who smoke	64	39	79	22	20	30	254
Total respondents aged 20+ who smoke	88	278	415	85	139	162	1167
Total respondents aged 15+ who vape	125	262	444	81	132	188	1232
Total respondents aged 15-19 who vape	74	112	179	41	48	69	523
Total respondents aged 20+ who vape	51	150	265	40	84	119	709

SECTION A: UNDERSTANDING OF VAPING AND NICOTINE

Throughout this section of the report and in subsequent chapters, results among certain key subsets are examined (e.g., people who smoke; people who vape; dual users, etc.). The identification of these subsets was made through a series of questions on current, past and potential behaviours related to cigarettes, and vaping. For a full examination of the results of that line of questioning, please see Section B: Current and Past Behaviours. Please note that “smokes” means people who identified as having smoked in the past 30 days and did not identify as having vaped in the past 30 days. Similarly, “vapes” means people who identified as having vaped in the past 30 days and did not identify as having smoked in the past 30 days. “Dual” means people who identified as having both smoked and vaped in the past 30 days. The total of each of the groups identified on the basis of usage does not equal the total number of respondents because respondents who refused to answer were not always resolved. They are included in the total sample, but not necessarily identified for a target audience.

This chapter focuses on people’s general understanding of vaping and nicotine, motivations as to why people would or would not choose to vape, as well as perceived harmfulness of vaping and respondents’ views on how addictive vaping is or can be. The chapter also explores packaging preferences and habits.

Motivations for Vaping

Roughly a third of respondents (31%) feel that vaping is both for recreational use and something to help people quit smoking. Over half of youth who vape (54%) feel that vaping is mostly for recreational use/for fun, which is much higher compared to young adults who vape (45%), or adults who vape (23%). Looking specifically at people who smoke, young adults were more than six times as likely to feel that vaping is more for recreational use (39%) than for helping people to quit smoking (6%).

There are a few differences between other demographic groups:

- Youth are significantly more likely to think of vaping products as recreational (36%) whereas older adults 55+ are the least likely (13%). Older adults (18%) and adults 35-54 (19%) were most likely to think of vaping products as cessation tools. Whereas, adults 25-34 (34%) and young adults (37%) are most likely to associate vaping products as both recreational and cessation tools.
- Respondents living in BC (24%), Alberta (22%), Manitoba/Saskatchewan (21%), and Ontario (24%), are significantly more likely than those living in Quebec (14%) or Atlantic Canada (19%) to associate vaping products with recreational use. On the other hand, those living in Atlantic Canada (22%) and Quebec (26%) are significantly more likely to associate vaping with cessation tools.
- People with household incomes of over \$100k are most likely to associate vaping with recreational use (23%), those making between \$20k and \$40k are the least likely (15%).
- Students are the most likely to associate vaping with recreational use (35%), while people who are self-employed (21%) or working full-time or part-time (19%) are most likely to associate vaping as a cessation tool.

Exhibit A1: Q25 - *When you think about vaping products, do you tend to think of them as mostly recreational or for fun, or mostly something to help people quit smoking?*

	Intended Use of Vaping Products																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Mostly recreational or for fun	21	20	32	35	19	36	27	41	54	31	32	39	37	45	28	18	19	30	23	17
Mostly something to help people quit smoking	18	18	24	23	17	12	18	16	11	11	14	6	17	13	15	18	18	26	32	17
Both	31	33	37	37	31	31	43	40	30	30	37	40	36	36	38	31	32	37	40	30
Something else	17	14	4	3	20	13	6	3	3	17	9	5	3	-	13	18	14	4	4	20
Prefer not to answer	2	2	1	1	1	1	-	1	0	1	2	9	1	2	1	1	1	0	0	2
Don't know	12	15	3	2	13	8	6	-	3	10	5	-	6	4	6	13	15	3	1	14

*Bear in mind the small sample sizes.

Qualitative Insights: Purpose of Vaping

Those who only vape often tended to think of vaping as something to do recreationally; to fit in, especially among younger participants; and, as a stress reliever. These participants were often inclined to describe it as fun. Most started vaping out of curiosity because a friend or acquaintance introduced them to it. And, it appeared, perhaps given their lack of experience with smoking cigarettes, that they were a little more uncertain (than those in the other groups) about whether what they vape contains nicotine. Perhaps most important, given the combination of all of these factors, most seemed to think that they could very easily stop vaping if they were so inclined.

In their own words:

“It’s social. I now have a reason to be a joiner.”

“I only vape with friends.”

“It’s a good way to relax.”

Those who formerly smoked cigarettes or currently smoke cigarettes, on the other hand, tended to view vaping as predominantly a cessation tool. For most of these participants, it was one of the reasons they began vaping, although they may have been encouraged by others in their social circle or by seeing that vaping is more accepted in their social circles or environments. They also seemed to be much more aware of the nicotine levels they were vaping, mostly because they were actively trying to reduce the amount of nicotine they were consuming in an effort to become less addicted to vaping. Vaping was, at least initially, a part of their smoking cessation plan.

In their own words:

“I saw it as a way to get healthier.”

“I’m a creature of habit and it helped replace the hand-to-mouth movement I have when I smoke.”

“It doesn’t make me smell like cigarettes do.”

“It’s something I can do when smoking a cigarette is not allowed.”

Primary reasons as to why people chose to vape differed significantly between the different audiences. Overall, a quarter of respondents (26%) who vape do so to quit smoking. This was also the main reason why a third of adults 25 or older who vape solely choose to vape (35%). However, for youth and young adults who solely vape the main reason is pressure from their peers and social purposes (24% and 24% respectively). Effects of the product (vaping is relaxing, and reduces stress) are also big reasons why people chose to vape, more so for youth (19%) than for young adults (16%) or adults (10%).

Notable demographic differences include:

- Youth are the most likely to vape because of peer pressure (**20%**) or because it is fun (**13%**). While those aged 55+ are the most likely to vape in order to quit smoking (**57%**). Important to note, less than 10% of youth (9%) vape with the goal of quitting smoking.
- Women are more likely to vape with the goal of quitting smoking (**31%**) compared to men (22%), whereas men are more likely to vape because they enjoy it (**11%**) compared to women (3%).
- Alberta residents are the most likely to vape because they enjoy it (**15%**), while Quebec residents are most likely to vape because it is fun (**12%**). Respondents living in Atlantic Canada are the most likely to vape with the goal of quitting smoking (**32%**).
- Respondents with household incomes of less than \$20k (**35%**) and between \$20k and \$40k (**36%**) are most likely to vape to quit smoking. Those making between \$60k and \$80k are most likely to vape because they enjoy it (**21%**).
- Respondents not in the workforce are significantly more likely to vape in order to quit smoking (**43%**), students are significantly more likely to vape because of peer pressure (**27%**), and people working full-time are most likely to vape because they enjoy it (**12%**).

Exhibit A2: Q23 – [If vapes] *What are the main reasons why you vape?*

	Main Reasons for Vaping											
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 1232	Dual n = 631	Vapes n = 589	Total n = 523	Dual n = 204	Vapes n = 315	Total n = 138	Dual n = 57*	Vapes n = 81	Total n = 571	Dual n = 370	Vapes n = 193
To quit smoking/ alternative to cigarettes	26	29	22	9	18	4	11	15	8	33	32	35
Effects of product (reduce stress, relaxing, etc)	13	10	16	19	15	21	16	22	11	10	8	15
Peer pressure/ social purposes	11	7	15	20	13	24	22	18	24	6	5	8
I enjoy it	8	9	7	6	6	7	5	1	8	9	10	6
Fun	7	5	9	13	11	14	8	3	12	5	5	6
Taste/ flavours	6	5	7	8	5	9	8	10	7	5	5	6
Healthier/less harmful than smoking	6	6	5	3	6	2	3	5	2	7	6	8
Curiosity (interested in trying)	5	6	4	4	4	4	4	2	6	5	6	3
Odour (smell good, odourless)	4	3	4	0	1	-	3	4	3	4	4	6
Ease of use	3	5	1	0	1	-	3	5	2	4	6	1
Addiction	3	2	4	5	4	6	5	2	7	2	2	2
Cheaper than cigarettes	2	2	2	2	5	-	1	-	1	2	2	3
Convenience	2	3	1	1	1	-	4	8	1	2	2	1
Trendy/ cool thing to do	2	2	1	4	4	3	1	-	3	2	2	0
Habit	1	1	1	2	1	2	1	3	-	1	1	0
I don't vape	4	4	4	1	1	2	2	3	1	5	4	6
Other (SPECIFY):	3	4	2	2	2	2	3	2	4	4	4	2
None/ No reason	3	3	4	3	2	4	1	1	1	4	3	5
Don't know/ refusal	3	3	3	3	4	3	5	5	5	3	3	2

*Bear in mind the small sample sizes.

People who vape because they enjoy it are significantly more likely to feel that vaping products containing flavour only are extremely harmful (**25%**). Further, those who vape for the taste or flavours are the most likely to feel that vaping products containing only flavours are not at all harmful (24%). Among those who vape because it is healthier than smoking the plurality (34%) feel that vaping with flavours only is a little harmful.

Exhibit A3: Q31XQ23 – Perception of Harm of Vaping Products Containing Flavours Only by Reasons for Vaping

Perception of Harm of Vaping Products Containing Flavours Only by Reasons for Vaping							
	Fun n=106	I enjoy it n=87	To quit smoking n=274	Taste/flavours n=74	Peer pressure n=179	Effects of product n=175	Healthier than smoking n=52
Extremely harmful	12	25	5	4	8	6	9
Very harmful	8	10	6	12	8	8	11
Moderately harmful	28	10	27	18	26	26	29
A little harmful	32	35	40	38	38	38	34
Not at all harmful	17	15	15	24	19	19	15
Prefer not to answer	-	-	-	2	-	-	-
Don't know	3	5	7	2	3	3	3

*Only reporting results with sample sizes greater than 50.

In terms of vaping products containing nicotine, those who vape because they enjoy it (25%) or because it is fun (22%) are the most likely to feel that these products are extremely harmful. Among those who vape for the taste or flavours (35%), the effects of the product (38%), or because it is healthier than smoking (42%) the plurality believe vaping with nicotine is moderately harmful.

Exhibit A4: Q31XQ23 – Perception of Harm of Vaping Products Containing Nicotine by Reasons for Vaping

Perception of Harm of Vaping Products Containing Nicotine by Reasons for Vaping							
	Fun n=106	I enjoy it n=87	To quit smoking n=274	Taste/flavours n=74	Peer pressure n=179	Effects of product n=175	Healthier than smoking n=52
Extremely harmful	22	25	8	13	18	15	5
Very harmful	17	12	18	25	34	16	19
Moderately harmful	36	20	45	35	33	38	42
A little harmful	20	35	24	19	9	22	31
Not at all harmful	2	3	3	4	4	6	3
Prefer not to answer	-	-	-	2	-	1	-
Don't know	3	5	2	2	1	1	-

*Only reporting results with sample sizes greater than 50.

Qualitative Insights: Reasons for Vaping

What we detected in some of the groups, particularly with dual users, was that vaping had become a secondary habit for many. While these participants admitted that they initially tried vaping out of curiosity and in the hopes of quitting smoking, they described vaping as a different experience, that they liked for different reasons. They elaborated that while it helped reduce some of the cigarettes they consumed, it did not seem to curb all of their cravings for cigarettes. In fact, some participants, in Montreal for example, described vaping and smoking cigarettes as lifestyle choices that they did not want to give up necessarily.

Throughout the groups, the flavours emerged as something that people appreciate about vaping. As well, nearly all indicated that they vape products containing nicotine, and many do so exclusively. For many of those vaping products containing nicotine, the effect of nicotine itself is something they seek. For those who smoke, the nicotine is essential, as they see this largely as an alternative delivery mechanism for their nicotine.

Some who smoke indicated having specifically sought out a particular throat feeling that they feel is a key sensation they link to smoking and tested multiple devices or settings in order to most closely replicate this feeling.

In their own words:

“The flavours? That’s the beauty of it.”

“It’s an alternative nicotine delivery system.”

“Now that I smoke less, I can run a lot farther and without coughing.”

“C’est plus pratique au travail.”

Respondents who do not vape with products containing nicotine do not do so primarily because of health concerns (33%), because they quit smoking/vaping (22%), or out of general lack of interest (17%). Significantly more young adults (29%) who used to solely vape, and adults (20%) who used to solely vape choose not to as they consider it an addictive product, compared to those who used to smoke (3%), or previous dual users (11%).

Exhibit A5: Q24 – [If does not vape nicotine] What are the main reasons why you do NOT vape products containing nicotine?

	Main Reasons for Not Vaping																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 6829	Smokes n = 775	Dual n = 92*	Vapes n = 192	Non-Users n = 5642	Total n = 1615	Smokes n = 48*	Dual n = 25*	Vapes n = 100	Non-Users n = 1407	Total n = 369	Smokes n = 33*	Dual n = 10*	Vapes n = 31*	Non-Users n = 283	Total n = 4845	Smokes n = 694	Dual n = 57*	Vapes n = 61*	Non-Users n = 3952
Health concerns (in general)	33	29	30	27	34	48	42	40	35	49	39	22	20	24	43	32	29	30	26	33
I don't smoke/quit smoking/vaping (nicotine free)	22	13	10	10	24	5	2	-	2	6	11	15	-	17	11	24	13	13	10	26
Not interested (in general)	17	18	-	4	18	15	11	-	4	16	11	11	-	7	12	18	18	-	2	19
I don't vape/ like vaping (in general)	8	20	8	7	6	10	11	4	5	10	6	21	6	-	5	8	20	9	11	5
Addictive product	7	3	11	25	7	13	1	20	34	12	16	3	11	29	17	6	3	11	20	6
Vape toxins/ harmful ingredients	6	4	3	13	7	3	2	5	4	3	8	8	20	9	7	6	4	-	18	7
Too expensive/ waste of money	1	3	1	1	1	2	16	-	1	2	3	9	-	3	2	1	3	2	-	1
Other (SPECIFY):	2	4	12	7	1	4	9	-	7	4	3	3	37	6	2	2	4	8	7	1
Nothing / No reason	2	3	13	4	1	2	2	20	7	1	2	4	-	3	1	2	3	14	3	1
Don't know / No answer	1	4	12	3	1	1	5	12	2	-	2	4	6	4	1	1	4	13	3	1

*Bear in mind the small sample sizes.

The majority of people who vape do so to help cope with stress or anxiety (65%), the price (64%), potential health harms (63%), or the presence of nicotine in the product (61%). Among youth, significantly more dual users vape to cope with anxiety (**71%**), because of the presence of nicotine (**67%**), potential health benefits (**50%**), and because the device has smart features (**41%**), compared to youth who solely vape (57%, 45%, 37%, and 19% respectively). In terms of adults, significantly more dual users vape for the device’s smart features (**37%**), or to help fit in (**36%**), compared to adults who solely vape (26% and 23% respectively).

Exhibit A6: Q29 – [If vapes] Each of the following may be factors influencing why people choose to vape. For each, please indicate how important a factor this is for you personally in your decision to vape. [Top 2 box: Very important/Somewhat important]

Factors Why People Choose to Vape												
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 1232	Dual n = 631	Vapes n = 589	Total n = 523	Dual n = 204	Vapes n = 315	Total n = 138	Dual n = 57*	Vapes n = 81*	Total n = 5571	Dual n = 370	Vapes n = 193
[IF “SMOKES”] To help me cut down smoking**	71	71	-	53	53	-	60	60	-	75	75	-
[IF “SMOKES”] To help me quit smoking**	70	70	-	55	55	-	59	59	-	74	74	-
[IF FORMERLY SMOKED] To keep me from starting smoking cigarettes again**	66	-	67	51	-	50	44	-	44	74	-	76
To cope with stress or anxiety	65	66	64	62	71	57	64	63	65	66	66	66
The price	64	66	62	49	53	46	59	59	58	69	69	70
Potential health harms	63	65	61	55	56	54	60	58	62	66	67	63
The presence of nicotine in the product	61	66	54	53	67	45	55	64	49	64	66	61
Availability to you	60	61	60	57	64	53	52	48	56	63	62	64
The variety of tastes or flavours available	59	59	58	59	62	58	56	54	58	59	59	59
Potential health benefits	57	58	56	42	50	37	47	52	43	63	60	68
The smell	57	59	55	45	51	41	55	47	61	60	62	58
A specific flavour	56	58	54	53	58	51	51	46	55	58	60	55
Advice from a physician/other health care professional	51	53	49	43	48	40	51	48	52	53	54	52
Being able to modify/personalize a device/flavours/liquid	51	54	47	44	49	41	44	41	46	54	56	51
Something fun to do	47	46	49	59	58	59	53	50	55	43	43	43
Advice from friends or family	44	45	42	41	45	38	43	36	48	45	46	41
That lots of people seem to be vaping	37	37	35	41	41	42	36	32	39	36	38	32
It is cool	34	34	34	43	39	46	38	40	36	32	33	29
That you can do tricks when vaping	33	33	32	36	37	35	33	27	37	32	34	29
The device has smart features (i.e. Bluetooth)	32	36	25	27	41	19	26	25	28	34	37	26
To help me fit in	32	35	27	36	38	35	27	23	31	31	36	23

*Bear in mind the small sample sizes.

**Sample sizes vary.

Most prominent reasons why people choose not to vape include the potential health harms (67%), advice from physicians or healthcare professionals (42%), or the presence of nicotine in the product (41%). Youth were more likely than the total sample to report not wanting to vape because of potential health harms (70%), which is slightly less among young adults and adults (68% and 67% respectively).

Exhibit A7: Q29 – [If vaping not indicated] Each of the following may be factors influencing why people choose to vape. For each, please indicate how important a factor this is for you personally in your decision not to vape. [Top 2 box: Very important/Somewhat important]

	Factors Why People Choose Not to Vape											
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 6831	Smokes n = 775	Non-Users n = 5642	Total n = 1490	Smokes n = 48*	Non-Users n = 1407	Total n = 328	Smokes n = 33*	Non-Users n = 283	Total n = 4723	Smokes n = 694	Non-Users n = 3952
Potential health harms	67	66	67	70	64	70	68	66	69	67	66	67
Advice from a physician/other health care professional	42	42	42	48	48	48	44	42	45	41	42	42
The presence of nicotine in the product	41	37	42	46	70	46	47	37	48	40	36	41
[IF "SMOKES"] To help me quit smoking**	38	38	-	45	46	-	32	30	-	38	38	-
[IF "SMOKES"] To help me cut down smoking**	38	38	-	54	55	-	38	36	-	38	38	-
Potential health benefits	33	41	31	31	48	30	33	32	33	33	42	31
The smell	31	30	32	34	40	34	34	33	35	31	29	31
The price	30	43	28	33	52	32	35	41	34	29	43	27
[IF FORMERLY SMOKED] To keep me from starting smoking cigarettes again**	26	-	26	20	-	20	31	-	31	26	-	26
Advice from friends or family	25	26	24	45	47	45	36	34	36	23	26	22
To cope with stress or anxiety	22	32	20	26	66	24	32	43	30	21	31	19
Availability to you	19	30	17	23	53	21	25	45	22	18	28	16
The variety of tastes or flavours available	19	25	18	23	47	22	26	35	24	18	24	17
Being able to modify/personalize a device/flavours/liquid	17	22	16	19	46	18	21	17	21	16	21	15
A specific flavour	16	22	15	21	44	20	22	33	20	16	21	15
That lots of people seem to be vaping	14	14	14	22	37	21	20	28	19	13	13	13
Something fun to do	13	14	13	22	43	21	19	23	19	12	13	12
It is cool	11	9	12	19	35	19	16	9	16	11	9	11
The device has smart features (i.e. Bluetooth)	11	13	10	13	30	12	14	24	13	10	12	10
To help me fit in	11	11	11	20	36	19	18	22	17	10	10	10

That you can do tricks when vaping	9	10	9	16	32	15	15	7	15	8	10	8
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*Bear in mind the small sample sizes.

**Sample sizes vary.

Perceived Harmfulness of Vaping

In terms of top-of-mind health concerns presently facing Canada, vaping and smoking only surfaced for 1% of respondents. The most prevalent health concerns are cancer (18%), accessibility (13%), and wait times (10%). Interestingly, youth are much more likely to offer vaping (6%) as a health concern compared to young adults (2%), or adults (1%). The three groups did not differ much in their volunteering of smoking as a health concern (2%, 2%, 1% respectively). Looking specifically at youth, dual users are significantly more likely to respond with addiction (**22%**) compared to people who solely smoke, solely vape, or non-users. Further, youth who solely vape are significantly more likely to offer cancer as a response (**24%**) compared to those who solely smoke, dual users and non-users.

Exhibit A8: Q7- *Thinking about the health issues presently facing Canada, which ONE do you feel is the most important health issue facing Canada today?*

	Health Issues Presently Facing Canada																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Cancer (in general)	18	21	19	19	17	20	28	15	24	21	19	23	26	15	19	17	21	18	19	17
Accessibility (i.e. services, doctors)	13	14	7	9	14	4	5	2	4	5	8	12	3	12	7	14	14	8	10	15
Wait times (in general)	10	11	6	5	10	5	4	4	5	5	5	3	3	6	6	10	11	7	5	11
Mental health	9	9	11	13	9	13	13	9	10	14	14	17	8	14	14	9	8	11	14	8
Obesity	7	4	4	7	8	7	3	4	5	8	7	-	11	11	6	7	4	4	6	8
Addiction (drug abuse)	4	5	7	4	4	8	11	22	8	6	5	4	10	3	5	4	5	5	2	4
Population ageing	3	3	2	2	4	1	-	1	-	1	2	-	-	2	2	4	3	2	4	4
Affordability/Cost (in general)	3	3	2	1	3	1	-	1	1	1	3	3	3	1	4	3	3	2	2	4
Healthcare funding	3	3	2	2	3	1	6	1	1	1	1	4	3	-	1	3	3	2	3	3
Diabetes	3	3	4	2	3	3	3	2	1	4	3	4	3	3	4	3	3	4	2	2
Senior care (in general)	3	3	1	1	3	1	-	-	1	1	1	-	-	1	1	3	3	1	2	3
Heart disease	2	1	2	2	2	2	-	2	1	2	2	3	5	1	2	2	1	2	3	2
Opioid crisis	2	2	2	2	1	2	2	5	3	2	2	-	-	3	3	1	2	1	1	1
Vaping	1	1	2	2	1	6	3	8	5	6	2	-	-	2	3	1	1	1	2	1
Environmental causes (pollution, climate change)	1	1	3	1	1	1	2	-	2	1	2	-	8	-	1	1	1	2	1	1
Emergency care	1	1	1	1	1	1	-	1	1	-	1	3	-	2	1	1	1	1	1	1
Pharmacare	1	1	1	1	1	1	-	-	1	1	2	-	3	-	2	1	1	1	1	1
Nutrition (in general)	1	1	1	2	1	1	2	1	1	1	1	-	-	2	1	1	1	1	2	1
Immunization and vaccine awareness	1	1	1	2	1	1	-	-	2	1	1	-	3	2	1	1	1	-	2	1
Smoking	1	1	1	1	1	2	1	2	-	3	2	5	1	2	1	1	1	1	1	1
Sexually transmitted disease (STD, incl. HIV)	-	-	3	1	-	1	-	1	2	1	1	-	-	-	1	-	-	4	1	-
Other (SPECIFY):	9	8	12	11	8	10	12	8	14	9	10	11	7	14	9	9	8	13	8	8
Don't know/ No answer	4	3	7	7	4	8	4	11	7	7	6	7	4	4	6	4	3	7	8	3

*Bear in mind the small sample sizes.

When asked specifically about the health risks of vaping products relative to the amount of nicotine in the product, one in two respondents (52%) feel that the health risks are the same regardless of the level of nicotine in the product. Less than a third (31%) feel that vaping products with higher levels of nicotine have more health risks. However, when looking specifically at youth, the plurality (46%) feel that vaping products with higher levels

of nicotine have more health risks and half of young adults (50%) feel the same. Whereas, over half (55%) of adults feel that nicotine levels have no effect on the amount of health risks of a vaping product. Looking at youth, those who solely vape (**54%**), and dual users (**59%**) are more likely to feel that nicotine has an effect on the level of health risks in a vaping product compared to those who solely smoke (45%) and non-users (43%). In terms of young adults, those who solely vape (**62%**) are more likely than dual users (52%), those who solely smoke (36%), and non-users (49%) to feel the same. This trend continues, though to a lesser degree, when looking at adults who solely vape (**43%**) and their counter parts (dual users, **38%**; non-users, **28%**; and, those who solely smoke, 22%).

Exhibit A9: Q36- *To the best of your knowledge, which of the following has more health risk, or is the health risk equal?*

	Perceived Health Risks of Vaping Products Containing Nicotine																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
The health risk is the same, regardless of the level of nicotine	52	57	35	32	55	39	27	29	30	43	34	49	28	22	36	55	57	37	36	57
Vaping products that contain higher levels of nicotine	31	23	42	49	30	46	45	59	54	43	50	36	52	62	49	28	22	38	43	28
Vaping products that contain lower levels of nicotine	3	2	16	9	2	4	8	8	8	2	5	3	13	6	4	3	2	18	10	2
Prefer not to answer	1	-	1	2	1	1	-	-	1	1	1	-	1	1	1	1	-	1	2	1
Don't know	12	18	7	8	12	10	20	4	7	11	10	12	5	9	11	13	18	7	9	12

*Bear in mind the small sample sizes.

Overall, respondents feel they are most knowledgeable about the health impacts of vaping products that contain nicotine (43%), slightly less so about the health impacts of vaping products that contain cannabis (36%), and least about the health impact of vaping products that contain flavours only (31%). In each instance, regardless of age, those who vape solely, or dual users are more knowledgeable (or claim to be) than those who smoke solely, when it comes to the health impacts of vaping products that contain nicotine. Of the three age categories, youth feel the most knowledgeable about the health impacts of vaping products containing nicotine (53%), containing cannabis (41%), and containing flavours only (41%).

There are a few differences between other demographic groups:

- Men are more likely than women to consider themselves knowledgeable about the health impacts of vaping products containing nicotine (**44%** vs. 41%), vaping products containing cannabis (**38%** vs. 33%), and vaping products containing only flavours (**34%** vs. 29%).
- Post-graduates are more likely than all other education categories to consider themselves knowledgeable about the health impacts of vaping products containing nicotine (**53%**), cannabis (**43%**), and flavours (**37%**).
- Students are more likely than their counterparts to consider themselves knowledgeable of the health impacts of vaping products containing nicotine (**49%**), cannabis (**42%**), or flavours only (**39%**).

Exhibit A10: Q30 - How knowledgeable would you say you are about each of the following? [Top 2 box: Very knowledgeable/Moderately knowledgeable]

Knowledge of the Health Impacts of Vaping Summary																				
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
The health impacts of vaping products that contain nicotine	43	33	54	59	42	53	54	60	66	49	46	48	58	55	42	42	32	52	58	42
The health impacts of vaping products containing cannabis	36	27	50	45	36	41	33	52	45	40	40	43	53	43	37	35	26	49	46	35
The health impacts of vaping products containing neither nicotine nor cannabis (i.e. that contain flavour only)	31	25	46	49	30	41	39	54	48	38	35	36	33	52	31	30	25	47	48	29

*Bear in mind the small sample sizes.

Exhibit A11: Q30A- The health impacts of vaping products containing neither nicotine nor cannabis (i.e. that contain flavour only)

Knowledge of the Health Impacts of Vaping Products Containing Flavour Only																				
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Very knowledgeable	7	5	18	15	6	10	10	19	11	9	11	9	9	16	10	7	4	19	16	6
Moderately knowledgeable	24	21	28	34	24	31	29	35	37	29	24	27	23	35	21	23	20	28	32	23
A little knowledgeable	32	33	32	33	32	34	31	33	34	35	35	42	42	31	34	31	33	30	33	31
Not knowledgeable at all	29	32	19	15	30	19	25	12	15	21	23	19	21	13	27	30	33	20	15	31
Prefer not to answer	1	0	1	1	1	1	-	1	-	1	1	-	-	3	1	1	0	1	0	1
Don't know	7	9	3	3	7	5	4	1	4	5	6	3	5	1	7	7	9	3	4	7

*Bear in mind the small sample sizes.

Exhibit A12: Q30B- *The health impacts of vaping products that contain nicotine*

Knowledge of the Health Impacts of Vaping Products Containing Nicotine																				
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Very knowledgeable	11	7	19	20	10	15	12	20	22	13	14	13	25	22	11	10	6	18	18	10
Moderately knowledgeable	32	27	34	39	32	38	42	40	44	36	31	35	33	33	31	31	26	34	40	32
A little knowledgeable	31	36	33	30	30	30	28	33	25	32	34	40	27	33	34	31	36	34	31	30
Not knowledgeable at all	20	23	10	7	21	12	15	5	7	14	16	12	13	7	19	21	24	10	6	22
Prefer not to answer	1	0	1	1	1	1	-	1	-	1	2	-	2	2	1	1	0	0	0	1
Don't know	6	7	3	3	5	4	2	1	2	5	3	-	-	2	4	6	7	3	5	6

*Bear in mind the small sample sizes.

Exhibit A13: Q30C- *The health impacts of vaping products containing cannabis*

Knowledge of the Health Impacts of Vaping Products Containing Cannabis																				
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Very knowledgeable	9	6	17	15	8	12	13	17	15	10	12	11	14	13	12	8	6	17	15	7
Moderately knowledgeable	27	21	33	30	28	30	19	35	30	29	28	32	39	29	25	27	20	32	31	28
A little knowledgeable	32	31	29	33	32	35	30	36	35	35	35	33	27	39	36	31	31	29	29	32
Not knowledgeable at all	25	33	16	17	26	18	27	8	16	20	18	21	13	14	20	27	34	18	18	27
Prefer not to answer	1	0	1	1	1	1	-	1	-	1	3	-	6	3	2	1	0	1	1	1
Don't know	6	8	3	4	6	5	10	3	4	5	4	3	1	1	5	7	8	4	6	6

*Bear in mind the small sample sizes.

In terms of harmfulness of vaping products over two-thirds (69%) of respondents feel that vaping products that contain nicotine are either extremely or very harmful. One in two (50%) feel that vaping products that contain cannabis are extremely or very harmful, and roughly a third (38%) feel that

vaping products containing flavour only were either extremely or very harmful. Non-users and those who solely smoke were significantly more likely to feel that vaping products were extremely or very harmful, regardless of the contents. Over three-quarters (**77%**) of adult non-users feel that vaping products that contain nicotine are extremely or very harmful, compared to **64%** of young adults, or 74% of youth. Further, more adults (**61%**) who solely smoke feel that vaping products that contain nicotine are extremely or very harmful compared to young adults (48%) who solely smoke and youth (57%) who solely smoke.

Other demographic differences include:

- Women consider vaping products containing nicotine (**73%**) and cannabis (**53%**) to be more harmful than men (64% and 47% respectively).
- Respondents aged 55+ are the most likely to find vaping products containing nicotine (**76%**), cannabis (**58%**), or flavours only (**43%**) to be harmful.
- Those with household incomes greater than \$100k are the most likely to find vaping products containing nicotine (**73%**), or flavours only (**41%**) to be harmful.
- Respondents not in the workforce are significantly more likely to consider vaping products containing nicotine (**74%**), cannabis (**56%**), or flavours only (**41%**) to be harmful.

Exhibit A14: Q31 - How harmful do you feel each of the following is? [Top 2 box: Extremely harmful/Very harmful]

	Harmfulness of Vaping Summary																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Vaping products that contain nicotine	69	60	37	35	76	64	57	45	39	74	58	48	48	43	64	70	61	34	30	77
Vaping products that contain cannabis	50	43	26	27	55	49	33	25	30	58	35	26	24	25	39	51	44	26	26	56
Vaping products containing neither nicotine nor cannabis (i.e. that contain flavour only)	38	36	22	16	42	32	28	16	12	40	26	22	22	17	30	40	36	23	17	43

*Bear in mind the small sample sizes.

Exhibit A15: Q31A- *Vaping products containing neither nicotine nor cannabis (i.e. that contain flavour only)*

	Harmfulness of Vaping Products Containing Flavour Only																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Extremely harmful	20	17	11	6	23	17	16	3	6	21	12	16	9	4	14	21	17	13	6	24
Very harmful	18	19	11	10	19	15	12	13	6	19	14	5	12	13	16	18	20	11	10	19
Moderately harmful	24	27	26	24	23	24	21	19	22	25	27	41	20	29	27	24	26	28	24	23
A little harmful	20	17	33	36	18	28	33	46	41	22	30	34	35	35	27	18	16	31	33	17
Not at all harmful	5	5	12	17	4	8	9	17	18	4	9	-	15	14	8	5	5	11	18	4
Prefer not to answer	1	-	1	1	1	1	-	-	1	-	1	-	3	-	-	-	-	-	1	1
Don't know	12	15	5	7	12	7	9	2	6	8	7	3	5	5	9	13	16	6	7	13

*Bear in mind the small sample sizes.

Exhibit A16: Q31B- *Vaping products that contain nicotine*

	Harmfulness of Vaping Products Containing Nicotine																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Extremely harmful	39	28	15	15	45	33	41	9	14	40	28	24	21	15	33	41	28	16	15	46
Very harmful	30	32	21	20	31	32	15	37	25	34	29	24	27	28	31	29	33	18	15	31
Moderately harmful	18	24	36	35	14	21	28	28	36	17	30	36	31	37	27	17	23	38	34	13
A little harmful	5	4	20	22	3	8	13	21	19	3	7	9	11	15	5	5	4	22	26	3
Not at all harmful	1	1	3	4	-	2	2	3	3	1	1	4	3	2	-	1	1	3	5	-
Prefer not to answer	-	-	1	1	-	1	-	1	-	1	1	-	3	-	-	-	-	1	1	-
Don't know	7	11	3	3	6	4	1	1	2	5	4	3	4	3	4	7	11	3	4	6

*Bear in mind the small sample sizes.

Exhibit A17: Q31C- *Vaping products that contain cannabis*

	Harmfulness of Vaping Products Containing Cannabis																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Extremely harmful	27	21	13	10	31	24	18	10	12	30	15	9	8	11	18	28	21	15	9	32
Very harmful	23	22	13	17	24	24	14	15	19	28	20	17	17	15	21	23	23	12	17	24
Moderately harmful	23	26	33	26	22	26	36	35	27	24	30	34	30	24	31	23	25	33	27	21
A little harmful	14	13	26	29	12	15	27	31	27	9	23	31	20	38	21	13	12	26	26	11
Not at all harmful	3	4	8	8	2	3	3	4	7	2	6	4	20	8	3	3	4	7	9	2
Prefer not to answer	-	-	1	1	-	1	-	-	1	1	1	-	3	-	-	-	-	1	1	-
Don't know	9	14	6	9	8	6	1	5	8	6	6	6	3	5	6	10	14	7	10	8

*Bear in mind the small sample sizes.

When comparing vaping products to smoking in terms of harmfulness, two in five (40%) respondents feel that vaping products containing flavours only are much less or somewhat less harmful than smoking cigarettes. Slightly fewer (30%) feel that vaping products containing cannabis are much/somewhat less harmful than smoking cigarettes, and half as many (20%) feel the same about vaping products containing nicotine. People who solely vape are roughly twice as likely (67%) to find vaping products (regardless of contents) to be harmful, compared to non-users (39%). Youth who solely vape are much more likely to find vaping products containing flavours only (73%), cannabis (51%), or nicotine (50%) to be much less or somewhat less harmful than non-users (48%, 30%, and 21% respectively). The same is true for young adults who solely vape about vaping products containing flavours only (74%), cannabis (57%), and nicotine (56%), compared to non-users (60%, 51%, and 33% respectively). As well as adults who vape solely in terms of vaping products containing flavours only (61%), cannabis (50%), and nicotine (56%), compared to non-users (36%, 26%, and 14% respectively).

There are a few differences between other demographic groups:

- Men are more likely than women to consider vaping products containing cannabis (20%) or flavours only (14%) to be more harmful than cigarettes (18% and 12% respectively).
- Those aged 55+ are most likely to find vaping products containing nicotine (22%), cannabis (23%), or flavours only (14%) more harmful than cigarettes.

Exhibit A18: Q32 - Compared to smoking cigarettes, how much more or less harmful are each of the following? [Bottom 2 box: Much less harmful than smoking cigarettes/Somewhat less harmful than smoking cigarettes]

Harmfulness of Vaping Compared to Smoking Summary																				
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Vaping products containing neither nicotine nor cannabis (i.e. that contain flavour only)	40	36	51	67	39	52	42	57	73	48	61	54	61	74	60	37	35	48	61	36
Vaping products that contain cannabis	30	27	44	52	28	35	24	47	51	30	51	50	54	57	51	27	26	42	50	26
Vaping products that contain nicotine	20	19	41	54	16	27	18	31	50	21	36	26	40	56	33	18	18	43	56	14

*Bear in mind the small sample sizes.

Exhibit A19: QS32A- Vaping products containing neither nicotine nor cannabis (i.e. that contain flavour only)

Harmfulness of Vaping Products Containing Flavour Only Compared to Smoking																				
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Much more harmful than smoking cigarettes	6	7	7	2	6	4	11	6	3	4	5	10	10	2	5	6	7	7	2	6
Somewhat more harmful than smoking cigarettes	7	8	13	6	6	7	6	8	4	7	5	-	6	-	5	7	8	14	8	6
Equally harmful as cigarettes	31	30	23	16	32	26	27	24	14	29	19	27	17	17	19	32	30	24	17	34
Somewhat less harmful than smoking cigarettes	24	22	24	24	25	26	19	20	26	27	33	39	25	33	34	23	22	24	20	24
Much less harmful than smoking cigarettes	16	13	27	43	14	26	23	38	47	20	28	15	36	42	26	14	13	24	41	12
Prefer not to answer	1	1	-	1	1	1	-	-	-	1	1	-	-	1	-	1	1	-	2	1
Don't know	16	19	6	8	16	10	14	5	6	11	10	8	6	6	11	17	19	6	9	17

*Bear in mind the small sample sizes.

Exhibit A20: Q32B- *Vaping products that contain nicotine*

Harmfulness of Vaping Products Containing Nicotine Compared to Smoking																				
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Much more harmful than smoking cigarettes	10	11	8	3	10	7	10	5	5	8	7	9	12	-	7	10	11	8	3	11
Somewhat more harmful than smoking cigarettes	10	11	12	8	10	11	13	16	8	11	9	11	14	7	8	10	11	11	9	10
Equally harmful as cigarettes	48	44	35	29	52	45	45	45	33	49	41	48	34	32	43	49	44	33	27	52
Somewhat less harmful than smoking cigarettes	15	15	27	31	14	21	15	24	33	18	29	22	27	39	29	14	15	27	26	12
Much less harmful than smoking cigarettes	4	4	14	24	2	6	3	7	17	3	7	4	13	17	4	4	4	16	29	2
Prefer not to answer	1	-	1	1	-	1	-	1	1	1	1	-	-	1	-	1	-	1	1	-
Don't know	12	15	3	4	12	8	14	2	3	9	7	6	-	4	9	12	16	4	4	13

*Bear in mind the small sample sizes.

Exhibit A21: Q32C- *Vaping products that contain cannabis*

Harmfulness of Vaping Products Containing Cannabis Compared to Smoking																				
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Much more harmful than smoking cigarettes	9	10	10	5	10	9	13	12	6	9	5	7	8	3	5	10	10	9	6	10
Somewhat more harmful than smoking cigarettes	10	11	14	7	9	10	15	9	8	10	8	3	15	5	8	10	11	15	7	9
Equally harmful as cigarettes	36	33	24	24	39	35	33	26	25	39	25	31	16	27	25	37	33	26	23	40
Somewhat less harmful than smoking cigarettes	21	19	25	28	20	24	14	29	30	23	32	27	22	32	35	19	19	24	26	19
Much less harmful than smoking cigarettes	9	8	19	23	8	11	10	18	21	8	19	23	32	26	16	8	7	17	24	7
Prefer not to answer	1	1	-	1	1	1	-	-	-	2	1	4	-	2	-	1	1	-	1	-
Don't know	14	19	8	11	14	10	14	6	10	11	10	6	7	6	11	15	19	8	13	14

*Bear in mind the small sample sizes.

Qualitative Insights: Vaping Compared to Cigarettes

For the most part, participants described vaping as less harmful than smoking cigarettes, but many – particularly those who do not smoke – clearly indicated having concerns about potential harms related to vaping. Those who smoke were more uniformly adamant that it is healthier than smoking cigarettes and some would passionately defend vaping against what they saw as inaccurate or misinformed criticisms of the harms. Nevertheless, many felt the harms are, at best, not yet fully understood and at worst, it may mean putting things in one’s lungs that shouldn’t be inhaled and may eventually result in serious health problems.

In their own words:

“It’s gotta be better than smoking cigarettes.”

“There are lots of carcinogens in cigarettes that are simply not in vaping.”

“I wouldn’t even compare it to cigarettes. I’d say it’s just as safe as alcohol.”

“It’s just a new addiction.”

“Initially, I thought it was fine, but now I don’t feel certain.”

“J’étais déçu parce que je crois que je vapote plus que je fumais avant.”

When respondents were asked to think about their perception of the harmfulness of vaping products now, compared to a year ago, products containing nicotine (47%) increased the most in terms of harmfulness, while views of products containing cannabis (40%) or flavours only (39%) did not change as much. Significantly more youth non-users feel that their impression of products containing nicotine (**46%**), cannabis (**39%**), and flavours only (**36%**) was much/a little more harmful than it was a year ago compared to those who vape solely (45%, 30%, and 28% respectively). When looking at young adults we see a different trend, whereby those who solely smoke held significantly higher opinions in terms of change in perception of harm of products containing nicotine (**58%**), cannabis (**49%**), and flavours only (**48%**), compared to non-users (38%, 30%, and 31% respectively).

There are a few differences between other demographic groups:

- Respondents aged 55+ are the most likely to feel vaping products containing nicotine (**52%**), cannabis (**46%**), or flavours only (**44%**) to be more harmful than they did a year ago.
- Those with household incomes greater than \$100k are significantly more likely than those with lower household incomes to consider vaping products containing nicotine (**54%**), cannabis (**46%**), or flavours only (**48%**), to be more harmful than they did a year ago.

Exhibit A22: Q33 - Compared to a year ago, how, if at all, has your impression of the harm associated with each of the following changed? [Top 2 box: Seems much more harmful to me now/Seems a little more harmful to me now]

Harmfulness of Vaping Compared to a Year Ago Summary																				
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Vaping products that contain nicotine	47	47	46	38	48	45	49	37	45	46	42	58	64	39	38	47	47	44	35	49
Vaping products that contain cannabis	40	38	36	35	41	37	43	35	30	39	33	49	42	36	30	41	37	35	37	42
Vaping products containing neither nicotine nor cannabis (i.e. that contain flavour only)	39	39	34	29	41	33	29	25	28	36	32	48	37	27	31	40	39	34	29	42

*Bear in mind the small sample sizes.

Exhibit A23: Q33A- Vaping products containing neither nicotine nor cannabis (i.e. that contain flavour only)

Harmfulness of Vaping Products Containing Flavour Only Compared to a Year Ago																				
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Seems much more harmful to me now	24	24	16	7	26	16	18	9	6	19	14	18	19	11	15	26	24	17	7	28
Seems a little more harmful to me now	15	15	17	21	15	18	12	16	22	17	18	31	18	17	17	15	15	17	23	14
No change	44	44	43	46	44	47	44	55	44	48	49	39	37	48	53	43	45	42	47	43
Seems a little less harmful to me now	4	4	10	11	3	7	10	11	11	5	6	-	8	13	5	4	4	10	10	3
Seems much less harmful to me now	2	2	7	7	2	4	7	5	10	2	4	7	7	4	2	2	2	7	7	1
Prefer not to answer	1	-	2	1	1	1	2	2	1	1	2	-	5	1	1	1	-	1	1	1
Don't know	10	10	5	6	10	7	7	2	5	8	8	6	5	7	8	10	10	6	6	10

*Bear in mind the small sample sizes.

Exhibit A24: Q33B- *Vaping products that contain nicotine*

Harmfulness of Vaping Products Nicotine Compared to a Year Ago																				
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Seems much more harmful to me now	33	33	22	16	35	27	29	14	23	29	22	38	35	20	20	34	33	21	12	37
Seems a little more harmful to me now	14	14	24	22	12	18	20	23	21	16	19	20	28	19	18	13	13	23	23	12
No change	41	42	35	40	42	41	38	44	37	43	44	37	19	36	51	41	42	36	43	41
Seems a little less harmful to me now	3	2	11	12	1	4	3	12	8	2	5	-	9	16	2	2	2	11	11	1
Seems much less harmful to me now	1	1	4	5	1	2	3	3	6	1	2	-	5	1	1	1	1	4	6	1
Prefer not to answer	1	-	1	1	1	1	-	-	1	1	1	-	-	2	1	1	-	1	-	1
Don't know	7	8	4	4	7	6	7	4	3	7	6	6	3	5	7	8	8	3	4	7

*Bear in mind the small sample sizes.

Exhibit A25: Q33C- *Vaping products that contain cannabis*

Harmfulness of Vaping Products Containing Cannabis Compared to a Year Ago																				
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Seems much more harmful to me now	25	24	17	13	27	20	23	15	13	23	16	20	26	12	15	27	24	17	14	29
Seems a little more harmful to me now	15	14	18	22	14	17	20	21	17	17	17	29	16	24	15	14	13	18	24	14
No change	44	47	37	39	45	44	41	48	42	45	47	39	33	40	52	44	47	36	37	45
Seems a little less harmful to me now	4	3	11	11	3	6	9	9	8	5	8	3	6	17	7	4	3	12	10	3
Seems much less harmful to me now	2	2	8	5	1	3	-	5	10	2	2	4	9	-	2	2	2	8	4	1
Prefer not to answer	1	-	1	1	1	1	-	-	1	1	1	-	-	1	1	1	-	1	-	1
Don't know	9	10	8	9	9	8	7	3	9	8	8	6	9	6	9	9	11	8	11	9

*Bear in mind the small sample sizes.

When asked what the main reason their impression of harm associated with vaping products **not containing** nicotine or cannabis (containing flavours only) has changed the plurality (28%) cited media reports, while 20% have heard about people dying or getting sick from vaping, and 15% heard that vaping causes lung damage/disease. However, these results are nearly identical to the responses given for why impressions have changed of vaping products **containing** nicotine (media reports, 27%; people are dying/getting sick, 20%; vaping causes lung damage/disease, 10%). Which points towards the notion that respondents do not feel that nicotine has an effect on the harmfulness of vaping products.

Exhibit A26: Q34 – [If any change offered in Q33a] What is the main reason your impression of the harm associated with vaping products containing neither nicotine nor cannabis (i.e. that contain flavour only) has changed?

	Perceived Harmfulness of Vaping Compared to a Year Ago																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 3482	Smokes n = 350	Dual n = 295	Vapes n = 265	Non-Users n = 2524	Total n = 844	Smokes n = 23*	Dual n = 81*	Vapes n = 144	Non-Users n = 581	Total n = 193	Smokes n = 18*	Dual n = 29*	Vapes n = 33*	Non-Users n = 109	Total n = 2445	Smokes n = 309	Dual n = 185	Vapes n = 88*	Non-Users n = 1834
Media reports	28	34	21	17	28	19	36	20	17	20	23	27	27	19	23	29	35	21	17	29
People are dying/Getting sick from vaping	20	19	9	10	22	20	8	10	12	24	15	22	9	8	17	21	19	9	11	23
Vaping causes lung damage/Disease	15	12	8	9	17	11	17	6	9	12	11	-	5	14	14	15	13	8	8	17
Harmful ingredients (additives, chemicals)	6	8	7	9	5	6	3	8	8	5	5	5	5	9	5	6	8	7	9	5
Scientific studies	5	2	5	6	6	4	2	2	4	5	10	10	9	12	10	5	2	5	4	6
Raised awareness/More information	4	4	3	7	4	9	-	5	10	10	8	6	5	12	8	3	4	2	5	3
Risks of addiction/Bad habit	3	3	0	3	4	3	6	-	2	4	3	11	-	2	2	4	3	-	5	4
Word of mouth (hearsay)	2	1	2	5	1	4	-	2	5	4	4	-	9	3	3	1	1	1	6	1
Public service announcements	1	1	-	1	1	1	-	1	2	1	-	-	2	-	-	1	1	-	2	1
Other (SPECIFY):	5	6	9	7	4	8	8	9	10	7	5	6	6	2	5	5	6	10	7	4
Nothing/No association	5	6	11	9	4	8	7	11	13	6	8	7	12	7	6	4	5	11	8	3
Don't know	7	4	23	16	4	9	13	25	11	6	9	7	11	12	7	6	4	25	20	4

*Bear in mind the small sample sizes.

Exhibit A27: Q35 - [If any change offered in Q33b] What is the main reason your impression of the harm associated with vaping products that contain nicotine has changed?

	Perceived Harmfulness of Vaping Compared to a Year Ago																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 3901	Smokes n = 390	Dual n = 358	Vapes n = 320	Non-Users n = 2787	Total n = 985	Smokes n = 27*	Dual n = 99*	Vapes n = 175	Non-Users n = 668	Total n = 230	Smokes n = 19*	Dual n = 43*	Vapes n = 44*	Non-Users n = 119	Total n = 2686	Smokes n = 344	Dual n = 216	Vapes n = 101	Non-Users n = 2000
Media reports	27	32	21	23	27	20	35	19	19	21	24	22	18	28	26	28	33	21	23	28
People are dying/Getting sick from vaping	20	17	14	19	21	20	20	20	12	22	18	17	18	20	18	20	17	13	22	21
Vaping causes lung damage/Disease	10	12	5	8	10	7	3	3	5	8	7	14	-	11	7	10	12	6	8	11
Scientific studies	7	4	6	7	7	6	3	4	7	6	10	10	10	11	10	6	4	5	6	7
Harmful ingredients (additives, chemicals)	6	5	6	5	6	6	7	2	3	7	5	5	3	9	6	6	5	7	5	6
Raised awareness/More information	5	4	4	6	5	8	-	4	10	9	6	-	13	2	7	5	5	2	5	5
Risks of addiction/Bad habit	5	2	4	4	6	9	2	3	8	10	7	-	9	2	9	4	2	3	3	5
Word of mouth (hearsay)	1	2	3	2	1	3	8	5	4	2	2	5	5	-	1	1	1	2	1	1
Public service announcements	1	1	1	2	1	2	-	3	3	2	1	-	2	3	-	1	1	-	1	0
Other (SPECIFY):	4	5	5	5	4	5	6	3	8	4	6	10	5	4	5	4	5	5	4	3
Nothing/No impression	6	5	19	9	4	7	-	17	10	5	7	-	8	11	5	5	5	21	8	4
Don't know	10	9	13	10	9	10	17	19	12	8	8	16	9	-	7	10	9	14	13	10

*Bear in mind the small sample sizes.

Qualitative Insights: Information Sources About Vaping

One of the more compelling findings was the degree of influence of the unknown around vaping on participants’ views, particularly among those who used to smoke in the past and those who are dual users. Those who did not see vaping as a cessation tool often pointed out the fact that little is known about the potential effects of vaping. And, views of vaping seemed to have shifted more recently as a result of the media attention around vaping in the US and what they thought was a death in Ontario, despite the fact that that was related to the vaping of cannabis. The net effect for this audience was a tendency to disassociate vaping as a cessation tool, which seemed to give participants permission to be dependent on another habit.

In terms of sources of information, very few volunteered Health Canada as a source they have relied on, but most indicated feeling information Health Canada might provide on health effects would be credible. There were some who expect that even though the information Health Canada would provide would be accurate and credible, the government may have a particular direction in which they would like behaviour to be pushed and therefore might not be as inclined to tell of benefits or reduce fears of harms associated with vaping.

When looking at addiction, responses are much more concrete. The vast majority (83%) feel vaping products containing nicotine are either very or somewhat addictive. Over two-thirds (67%) feel the same is true about vaping products containing cannabis, and slightly fewer (50%) feel the same is true about products containing flavours only. That said, more non-users feel that the level of addictiveness of vaping products was high compared to those who solely vape. Youth non-users feel that products containing nicotine (**84%**), cannabis (**73%**) and flavours only (**52%**) are either very or somewhat addictive, which is much higher than perceptions of those who vape solely (73%, 50%, and 25% respectively). Young adult non-users are also more likely than young adults who solely vape to find products containing nicotine (**87%** and 73%), cannabis (65% and 59%), and flavours only (**48%** and 33%). Finally, the same can be said for adult non-users (**87%**, **71%**, and **54%** respectively) compared to adults who vape solely (74%, 45%, and 33% respectively) about vaping products containing nicotine, cannabis, and flavours only.

Notable demographic differences include:

- Respondents aged 55+ are the most likely to find vaping products containing nicotine (**86%**), cannabis (**72%**) or flavours only (**53%**) to be somewhat or very addictive.
- Residents of Quebec are more likely to find vaping products containing nicotine (**87%**) or cannabis (**78%**) to be addictive.
- Post-graduates are the most likely to find vaping products containing nicotine (**89%**), cannabis (**71%**) or flavours only (**52%**) to be addictive.
- Those with household incomes of over \$100k are more likely to find vaping products containing nicotine (**89%**), cannabis (**71%**), or flavours only (**53%**) to be addictive.

Exhibit A28: Q27 - *In your opinion, how addictive are each of the following?* [Top 2 box: Very addictive/Somewhat addictive]

Addictiveness of Vaping Summary																				
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Vaping products that contain nicotine	83	79	71	74	86	81	85	79	73	84	82	77	79	73	87	84	79	69	74	87
Vaping products that contain cannabis	67	61	53	49	71	66	73	49	50	73	63	64	59	59	65	67	61	53	45	71
Vaping products containing neither nicotine nor cannabis (i.e. that contain flavour only)	50	42	44	31	54	46	45	37	25	52	44	34	46	33	48	51	42	44	33	54

*Bear in mind the small sample sizes.

Exhibit A29: Q27A- *Vaping products containing neither nicotine nor cannabis (i.e. that contain flavour only)*

	Addictiveness of Vaping Products Containing Flavour Only																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Very addictive	27	21	17	11	30	24	21	16	9	29	17	18	21	6	20	28	22	16	15	30
Somewhat addictive	24	21	27	20	24	22	24	21	16	23	27	15	25	27	28	23	21	28	18	24
Slightly addictive	20	21	23	26	20	26	39	31	30	24	28	29	31	29	27	19	20	21	24	19
Not at all addictive	14	17	26	35	12	17	8	24	38	11	17	24	21	32	11	14	16	28	35	12
Prefer not to answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	15	20	7	7	15	12	8	8	7	13	11	13	2	5	13	15	21	7	8	15

*Bear in mind the small sample sizes.

Exhibit A30: Q27B- *Vaping products that contain nicotine*

	Addictiveness of Vaping Products Containing Nicotine																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Very addictive	66	57	41	44	71	61	60	48	49	67	61	66	59	45	66	66	56	37	42	72
Somewhat addictive	18	22	30	29	15	20	25	31	24	17	20	11	20	29	21	17	23	32	32	15
Slightly addictive	5	6	18	17	3	7	7	18	19	3	7	7	9	14	3	5	6	19	17	3
Not at all addictive	3	2	7	5	2	4	2	2	6	3	4	7	9	8	3	2	2	8	4	2
Prefer not to answer	-	-	1	1	-	-	1	-	-	-	-	-	-	-	-	1	-	1	1	-
Don't know	8	13	3	4	8	8	4	2	3	10	7	9	2	5	7	9	13	3	3	8

*Bear in mind the small sample sizes.

Exhibit A31: Q27C- *Vaping products that contain cannabis*

	Addictiveness of Vaping Products Containing Cannabis																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Very addictive	42	33	26	22	47	40	42	19	24	48	31	23	34	23	34	43	33	25	21	48
Somewhat addictive	25	29	28	27	24	26	30	29	26	25	32	41	25	36	31	24	28	28	24	23
Slightly addictive	13	14	22	22	11	14	19	31	19	10	17	6	18	16	18	12	14	22	26	11
Not at all addictive	7	8	13	14	6	7	5	10	15	5	9	17	13	16	7	7	7	14	13	6
Prefer not to answer	1	-	2	1	-	-	-	-	-	-	1	-	5	1	-	1	-	1	1	-
Don't know	12	17	9	14	11	13	4	10	16	12	9	13	5	8	10	12	17	10	15	11

*Bear in mind the small sample sizes.

One in two respondents who vape (50%) feel that they are either very or a little addicted to vaping. Young adults feel they are the least addicted to vaping, with 44% saying very or a little, compared to 47% among youth and 53% among adults. There are also unique differences among dual users and people who vape solely. 42% of youth who vape solely reported feeling at least a little addicted, compared to **57%** of dual users. Similarly, 37% of young adults who vape solely reported feeling at least a little addicted to vaping compared to 53% of dual users. However, this is not the case for adults, where 59% of those who vape solely reported feeling at least a little addicted, compared to 50% of dual users.

Exhibit A32: Q28 – *[If vapes] Do you consider yourself addicted to vaping?*

	Personal Outlook on Addiction to Vaping											
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 1232	Dual n = 631	Vapes n = 589	Total n = 523	Dual n = 204	Vapes n = 315	Total n = 138	Dual n = 57*	Vapes n = 81*	Total n = 571	Dual n = 370	Vapes n = 193
Yes, very addicted	13	12	15	10	13	9	9	11	8	15	12	21
Yes, a little addicted	37	39	35	37	44	33	35	42	29	38	38	38
Not at all	47	48	47	50	40	57	54	45	61	45	49	37
Prefer not to answer	1	-	1	1	1	-	-	-	-	1	-	2
Don't know	2	1	2	1	2	1	2	2	2	2	1	3

*Bear in mind the small sample sizes.

Respondents who self-assessed themselves as very addicted to vaping are much more likely to feel that vaping products containing flavours only (28%) or containing nicotine (62%) are very addictive. Among those who consider themselves not at all addicted to vaping one in ten (9%) feel that vaping products containing flavours only are extremely addictive, this number grows to 41% when considering vaping products that containing nicotine.

Exhibit A33: Q27XQ28 – Perception of Addictiveness of Vaping Products Containing Flavours Only by Self Assessed Addiction

Perception of Addictiveness of Vaping Products Containing Flavours Only by Self Assessed Addiction			
	Yes, very addicted n=150	Yes, a little addicted n=463	Not at all addicted n=591
Very addictive	28	17	9
Somewhat addictive	25	30	19
Slightly addictive	24	28	23
Not at all addictive	19	22	40
Prefer not to answer	-	-	-
Don't know	5	3	9

Exhibit A34: Q27XQ28 – Perception of Addictiveness of Vaping Products Containing Nicotine by Self Assessed Addiction

Perception of Addictiveness of Vaping Products Containing Nicotine by Self Assessed Addiction			
	Yes, very addicted n=150	Yes, a little addicted n=463	Not at all addicted n=591
Very addictive	62	39	41
Somewhat addictive	26	38	25
Slightly addictive	11	20	17
Not at all addictive	-	3	11
Prefer not to answer	2	1	-
Don't know	-	1	5

Qualitative Insights: Vaping/Nicotine Addiction

Participants throughout the groups understood that nicotine is addictive and the general nature of addiction. There were many who felt that their vaping was already an addiction (due to the nicotine) and some – particularly those who only vape in social situations – who felt that they were not addicted. The participants who smoked currently or in the past tended to see vaping as a way to help meet their addictive need, but the view about their nicotine addiction tended to be noticeably more negative. Since many who smoke indicated vaping as a way to help quit or reduce

their cigarette use, vaping often was compared to other nicotine replacement therapies as being among the tools available to try to deal with nicotine addiction in a healthier way, either through reducing cigarette smoking or weaning off of nicotine.

Comparing nicotine addiction to other types of addictions elicited many comments about how nicotine is a “real” addiction, unlike someone having a chocolate “habit.” These participants tended to cite the physical discomfort of withdrawal as being present with a nicotine addiction and not with an addiction to something like chocolate.

In their own words:

“I hate that nicotine has control over me.”

“I only vape a few times a week at clubs or parties, so I don’t think I’m addicted.”

Packaging

When respondents were asked about packaging the majority reported that their device (75%) came in a box, slightly fewer (65%) reported that their liquid or pod came in a box. Results were similar regardless of age, or smoking habits (dual users compared to people who vape solely). Though important to note that in each instance roughly 1 in 10 report they do not know whether their device or liquid came in a box or not.

Packaging preferences varies by demographic group:

- Men are more likely than women to carry their vaping device (**34%** vs. 23%) in its original packaging.
- Respondents aged 25-34 are the most likely of any age category to carry their vaping device (**42%**) or pod/liquid (**51%**) in its original packaging.
- Alberta residents (**74%**) and Quebec residents (**71%**) are more likely to report that they bought/received their pod/liquid in the original box.
- Post-graduates are more likely to carry their vaping device (**40%**) or pod/liquid (**45%**) in its original packaging.

Exhibit A35: Q37 – *[If vapes] Generally speaking, when you first buy or receive a vaping product has it or does it come in its original box? [Vaping device]*

	Initial Packaging of Vaping Device											
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 1232	Dual n = 631	Vapes n = 589	Total n = 523	Dual n = 204	Vapes n = 315	Total n = 138	Dual n = 57*	Vapes n = 81*	Total n = 571	Dual n = 370	Vapes n = 193
Yes, it came in a box	75	76	74	70	71	69	70	67	72	77	78	77
No, it did not	14	14	14	16	21	14	14	13	15	14	14	14
Prefer not to answer	2	2	2	2	2	2	2	4	-	2	2	2
Don't know	9	8	11	12	6	15	14	16	13	7	6	8

*Bear in mind the small sample sizes.

Exhibit A36: Q38 - [If vapes] Generally speaking, when you first buy or receive a vaping product has it or does it come in its original box? [Vaping liquids/pods]

	Initial Packaging of Vaping Liquids or Pods											
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 1232	Dual n = 631	Vapes n = 589	Total n = 523	Dual n = 204	Vapes n = 315	Total n = 138	Dual n = 57*	Vapes n = 81*	Total n = 571	Dual n = 370	Vapes n = 193
Yes, it came in a box	65	67	63	67	69	67	62	62	62	65	68	62
No, it did not	22	22	23	19	22	18	22	20	24	23	22	25
Prefer not to answer	3	3	3	2	3	1	1	1	-	4	3	4
Don't know	10	8	11	11	6	14	15	16	14	8	7	9

*Bear in mind the small sample sizes.

A little under a third (30%) of people who vape keep their device in its original packaging, whereas three in five (59%) discard the packaging it comes in. Adults who vape are more likely (34%) to keep their device in its original packaging compared to youth (24%) or young adults (18%). Respondents are more likely to keep their pod/liquid in its original packaging (39%) compared to their device (30%). As with the device, adults are more likely to keep the liquid/pod in its original package (44%) compared to youth (35%), or young adults (25%).

Exhibit A37: Q39 - [If vapes] Do you carry your vaping device in its original packaging or discard the packaging it comes in?

	Packaging Preference of Vaping Device											
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 1232	Dual n = 631	Vapes n = 589	Total n = 523	Dual n = 204	Vapes n = 315	Total n = 138	Dual n = 57*	Vapes n = 81*	Total n = 571	Dual n = 370	Vapes n = 193
Keep it in original packaging	30	34	24	24	26	24	18	17	18	34	38	26
Discard the packaging it comes in	59	57	61	63	66	61	65	68	63	56	54	60
Other [SPECIFY]	2	1	4	4	3	5	3	1	4	2	1	3
Prefer not to answer	2	1	2	1	-	1	3	2	3	2	1	1
Don't know	8	6	10	8	5	10	11	11	12	7	5	9

*Bear in mind the small sample sizes.

Exhibit A38: Q40 - [If vapes] Do you carry your pod/liquid in its original packaging or discard the packaging it comes in?

Packaging Preference of Pods or Liquids												
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 1232	Dual n = 631	Vapes n = 589	Total n = 523	Dual n = 204	Vapes n = 315	Total n = 138	Dual n = 57*	Vapes n = 81*	Total n = 571	Dual n = 370	Vapes n = 193
Keep it in original packaging	39	44	34	35	32	36	25	27	23	44	48	37
Discard the packaging it comes in	49	47	51	50	59	45	60	60	60	46	44	50
Other [SPECIFY]	2	1	3	4	2	5	1	1	1	1	1	2
Prefer not to answer	1	1	1	1	1	1	1	1	-	2	1	1
Don't know	9	7	11	10	7	12	13	11	15	7	6	9

*Bear in mind the small sample sizes.

Respondents who vape daily are much more likely to say their vaping device (97%) or pods/liquid (80%) came in a box, compared to those who vape once a month or less (63% and 62% respectively).

Exhibit A39 Q37XQ13 – Packaging of Vaping Devices by Frequency of Use

Packaging of Vaping Devices by Frequency of Use				
	Daily n=218	Weekly n=362	2-3 Times per month n=133	Once per month or less n=149
Yes, it came in a box	97	84	69	63
No, it didn't	2	13	19	17
Prefer not to answer	0	1	5	2
Don't know	1	3	7	18

Exhibit A40: Q38XQ13 – Packaging of Vaping Devices by Frequency of Use

Packaging of Pods/Liquids by Frequency of Use				
	Daily n=218	Weekly n=362	2-3 Times per month n=133	Once per month or less n=149
Yes, it came in a box	80	74	66	62
No, it didn't	18	21	27	19
Prefer not to answer	1	2	1	1
Don't know	1	3	6	19

Respondents who classify vaping products containing nicotine to be a little harmful are much more likely to report their device (81%) or pods/liquid (70%) came in a box, than those who classified the products containing nicotine as not at all harmful (66% and 48% respectively).

Exhibit A41: Q37XQ31 – Packaging of Vaping Devices by Perception of Harm of Vaping Products with Nicotine

Packaging of Vaping Devices by Perception of Harm of Vaping Products with Nicotine					
	Extremely harmful n=176	Very harmful n=308	Moderately harmful n=420	A little harmful n=243	Not at all harmful n=39
Yes, it came in a box	71	71	79	81	66
No, it didn't	14	14	15	13	22
Prefer not to answer	1	2	2	2	3
Don't know	13	14	5	4	9

Exhibit A42: Q38XQ31 – Packaging of Pods/Liquids by Perception of Harm of Vaping Products with Nicotine

Packaging of Pods/Liquids by Perception of Harm of Vaping Products with Nicotine					
	Extremely harmful n=176	Very harmful n=308	Moderately harmful n=420	A little harmful n=243	Not at all harmful n=39
Yes, it came in a box	66	61	69	70	48
No, it didn't	15	23	23	26	39
Prefer not to answer	2	4	3	1	3
Don't know	17	13	5	3	10

Exhibit A43: Q37XAGE – Packaging of Vaping Devices by Age

Packaging of Vaping Devices by Age					
	15-19 n=523	20-24 n=138	25-34 n=218	35-54 n=268	55+ n=85
Yes, it came in a box	70	70	78	73	87
No, it didn't	16	14	13	17	5
Prefer not to answer	2	1	3	2	1
Don't know	12	14	7	8	7

Exhibit A44: Q38XAGE – Packaging of Pods/Liquids by Age

Packaging of Pods/Liquids by Age					
	15-19 n=523	20-24 n=138	25-34 n=218	35-54 n=268	55+ n=85
Yes, it came in a box	67	62	68	63	66
No, it didn't	19	22	21	26	20
Prefer not to answer	2	1	3	5	2
Don't know	12	15	9	6	12

Qualitative Insights: Packaging

Participants tended not to be in the habit of keeping the packaging for their vaping devices or products, although a small number had. Their first exposure to vaping tended to be using a friend's device and whatever type of product their friend was vaping and at that point, there tended not to be recollection of exposure to a package. While some had a single device they have always used, most participants indicated having used more than one and many described themselves as having multiple devices they use fairly regularly, selecting a different device depending on the circumstances. Most had been exposed to packaging when purchasing, but not beyond that process.

In their own words:

"I just throw it away or recycle it."

Key Takeaways: Understanding of Vaping and Nicotine

- For the plurality of respondents (31%), vaping products are most commonly associated with both recreational uses, and as something to help people quit smoking.
- Main reasons why people who vape choose to do so included to quit smoking (26%), to reduce stress/relax (13%), and because of peer pressure/social purposes (11%).
- Main reasons why people who do not vape choose not to included health concerns (33%), to quit smoking/vaping (nicotine free) (22%), and because they are generally uninterested (17%).
- When thinking of health issues presently facing Canada, vaping and smoking are only top of mind for 1% of respondents.
- Only 43% of respondents feel they are knowledgeable of the health impacts of vaping products containing nicotine. Even fewer (36%) consider themselves knowledgeable of the health impacts of vaping products containing cannabis, and even less (31%) consider themselves knowledgeable of the health impacts of vaping products containing flavours only.
- Over half (52%) of respondents feel that the health risk of vaping products is the same regardless of the level of nicotine.
- When asked specifically about the harmfulness of vaping products the majority (69%) feel products containing nicotine are harmful, while only half (50%) feel products containing cannabis were harmful, and roughly a third (38%) feel products containing only flavours are harmful.
- Compared to cigarettes, 40% of respondents feel that vaping products containing flavours only are less harmful, while 30% feel the same about products containing cannabis, and 20% feel the same about products containing nicotine.
- Half (47%) feel that their impression of harm associated with vaping products containing nicotine has worsened. Two in five (40%) report the same of vaping products containing cannabis, and 39% feel the same about products containing flavours only.
- Regardless of nicotine level, the main reason impressions of vaping products changed over time was media reports, followed by news of people dying/getting sick from vaping, and finally the idea than vaping causes lung damage/disease.
- In terms of addiction, vaping products containing nicotine are seen by far as the most addictive (83%) followed by products containing cannabis (67%), and lastly products containing flavours only (50%).
- When people who vape were asked if they consider themselves addicted half (50%) report being either very or a little addicted.

- *Respondents who self-assessed themselves as very addicted to vaping are much more likely to feel that vaping products containing flavours only (28%) or containing nicotine (62%) are extremely harmful.*
- *Three-quarters of respondents (75%) bought/received their vaping devices in a box. And two-thirds (65%) bought/received their pods/liquids in an original box.*
- *Roughly a third (30%) of respondents who vape keep their device in its original packaging. This number grows to 39% with pods/liquids.*
- *Respondents who vape daily are much more likely to say their vaping device (97%) or pods/liquid (80%) came in a box, compared to those who vape once a month or less (63% and 62% respectively).*
- *Those who classify vaping products containing nicotine to be a little harmful are much more likely to report their device (81%) or pods/liquid (70%) came in a box, than those who classified the products containing nicotine as not at all harmful (66% and 48% respectively).*

SECTION B: CURRENT AND PAST BEHAVIOURS

This chapter will explore respondents' current and past habits in terms of vaping and smoking. This section is not meant to replicate the CTADS or provide an accurate representation of incidence rates, rather merely help to categorize participants for further analysis and understanding. The chapter will also explore respondents' experiences with quitting smoking, as well as more specific vaping habits and preferences.

Current and Past Behaviours

Roughly one in five (19%) of respondents reported having smoked cigarettes in the past 30 days. Adults are most likely to have smoked cigarettes in the last 30 days (20%), compared to young adults (18%), and youth (13%). However, when asked about vaping nicotine in the past 30 days youth are the most likely to have done so (20%), compared to young adults (17%), and adults (8%). Overall the vast majority (89%) have not vaped nicotine in the past 30 days, and even more (92%) have not used vaping products containing cannabis or (93%) have not used vaping products that either contained only flavours, or products where nicotine content was unknown.

The highest rates of substance use asked was having smoked cannabis cigarettes or joints in the last 30 days, with one in five (19%) of respondents having done so. Slightly fewer (17%) have used cannabis in other forms in the past 30 days.

There are a few differences between other demographic groups:

- Men are significantly more likely to have smoked cigarettes (**21%**), used vaping products containing nicotine (**12%**), and smoked cannabis (**22%**) in the past 30 days compared to women (17%, 7%, 16% respectively).
- Respondents living in Ontario (**9%**), Alberta (**11%**), and British Columbia (**13%**) are most likely to have used vaping products containing nicotine. Respondents from Quebec are the least likely (7%).
- Respondents without a high school education are more likely than those with post-graduate degrees to have smoked cigarettes (**23%** vs. 13%) or vaped with nicotine (**15%** vs 9%) in the past 30 days.
- Respondents under 18 with over \$100 of spending money per week are more than twice as likely than those with between \$20 and \$60 to have smoked cigarettes (**24%** vs. 11%), and four times as likely compared to those with less than \$20 (6%). Similarly, they are more than three times as likely to smoke cigarettes (24%) or vape with nicotine (27%) in the past 30 days, compared to those with under \$20 of spending money (5% and 10% respectively).

Nicotine use in vaping products is higher among dual users than among those who vape solely. Further, **88%** of youth dual users have used vaping products that contain nicotine in the past 30 days, compared to just under two-thirds of youth who solely vape. This trend continues as we see that **80%** of young adult dual users have used vaping products containing nicotine in the past 30 days, compared to 64% of young adults who solely vape. The same can be said for adults, whereby **85%** of dual users reported using vaping products containing nicotine in the past 30 days, compared to 68% of adults who solely vape. Overall, youth respondents (20%) are the most likely to have used vaping products containing nicotine in the past 30 days, compared to young adults (17%) and adults (8%).

Exhibit B1: Q8B - Used vaping products containing nicotine

	Current Behaviours																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Yes	9	-	84	67	-	20	-	88	65	-	17	-	80	64	-	8	-	85	68	-
No	89	100	13	29	100	77	100	10	30	100	80	100	12	33	100	91	100	13	27	100
Prefer not to answer	-	-	1	1	-	-	-	1	1	-	2	-	6	1	-	-	-	-	1	-
Don't know	1	-	2	3	-	2	-	1	4	-	1	-	3	2	-	1	-	2	3	-

*Bear in mind the small sample sizes.

Youth are also more likely (16%) to have used vaping products containing only flavours, compared to young adults (12%) and adults (5%). With the exception of youth, results among dual users and those who solely vape are more similar. Youth dual users however are much more likely (**64%**) than youth who solely vape (53%) to have vaped products containing only flavours.

Exhibit B2: Q8C - Used vaping products that only contained flavours – it contained no nicotine and no cannabis

	Current Behaviours																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Yes	6	-	50	48	-	16	-	64	53	-	12	-	46	54	-	5	-	49	43	-
No	93	100	48	51	100	82	100	34	44	100	86	100	51	45	100	94	100	49	56	100
Prefer not to answer	-	-	-	-	-	1	-	-	1	-	1	-	-	-	-	-	-	1	-	-
Don't know	1	-	2	1	-	1	-	2	2	-	1	-	3	1	-	1	-	2	1	-

*Bear in mind the small sample sizes.

Consistent with the results of other vaping products, youth are the most likely to have used vaping products they were not sure of the nicotine content of (13%), compared to young adults (12%) and adults (5%). Young adult dual users (63%) and adult dual users (53%) are almost twice as likely than those who vape solely (36% and 34% respectively) to have used nicotine products with unknown nicotine content in the past 30 days.

Exhibit B3: Q8D - Used vaping products, but I'm not sure if they contain nicotine or not

	Current Behaviours																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Yes	6	-	54	38	-	13	-	51	48	-	12	-	63	36	-	5	-	53	34	-
No	93	100	42	59	100	83	100	45	46	100	86	100	35	63	100	94	100	43	64	100
Prefer not to answer	-	-	-	1	-	1	-	-	2	-	1	-	-	-	-	-	-	1	-	-
Don't know	1	-	4	2	-	2	-	4	4	-	1	-	2	2	-	1	-	4	1	-

*Bear in mind the small sample sizes.

In terms of smoking cannabis joints or cigarettes young adults (30%) are most likely to have done so in the past 30 days, compared to youth (21%), and adults (17%). Regardless of age, dual users (**70%**) are the most likely to have done so in comparison to people who solely smoke tobacco cigarettes (**42%**), people who solely vape (**41%**), and non-users (9%).

Exhibit B4: Q8E - *Smoked a cannabis cigarette or joint*

	Current Behaviours																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Yes	19	42	70	41	9	21	58	77	43	6	30	69	74	53	15	17	40	68	35	8
No	80	58	29	57	91	78	40	22	55	94	68	31	24	45	85	81	59	30	63	91
Prefer not to answer	1	-	1	1	-	1	2	1	-	-	1	-	1	1	-	1	-	1	2	-
Don't know	1	-	1	1	-	1	-	-	1	-	1	-	-	1	-	1	-	1	-	-

*Bear in mind the small sample sizes.

One in ten youth (10%) have used vaping products containing cannabis in the last 30 days, results are slightly higher among young adults (13%), and slightly lower among adults (6%). Rates of using vaping products with cannabis are much higher for youth dual users (54%) than youth who vape non-cannabis products but do not smoke (20%). This is true to a lesser degree for young adult (**37%** and **27%**) and adult (**45%** and **22%**) dual users and people who solely vape respectively.

Exhibit B5: Q8F - *Used vaping products with cannabis*

	Current Behaviours																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Yes	7	4	45	23	3	10	6	54	20	2	13	6	37	27	6	6	4	45	22	2
No	92	96	53	74	97	88	94	42	77	98	86	94	63	69	94	93	96	53	74	97
Prefer not to answer	-	-	1	1	-	1	-	2	-	-	1	-	-	3	-	-	-	1	1	-
Don't know	1	-	1	2	-	1	-	2	3	-	-	-	-	-	1	-	1	2	-	

*Bear in mind the small sample sizes.

As far as use of cannabis in other forms, young adults are the most likely to have used (27%), compared to adults (17%) and youth (16%). Once again, we see that dual users are more likely than people who solely vape for each of youth (53% and **34%**), young adults (**61%** and **52%**) as well as adults (**57%** and **31%**).

Exhibit B6: Q8G- *Used cannabis in any other form*

	Current Behaviours																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Yes	17	23	57	37	12	16	32	53	34	5	27	54	61	52	15	17	21	57	31	12
No	81	76	41	60	88	82	65	45	64	94	70	46	37	44	85	82	78	41	64	88
Prefer not to answer	1	1	1	2	-	1	2	2	1	-	2	-	1	2	-	1	1	1	3	-
Don't know	1	-	1	2	-	1	-	-	1	-	1	-	-	2	-	1	-	1	2	-

*Bear in mind the small sample sizes.

Two in five (39%) respondents have smoked cigarettes in the past, though looking more closely at age, adults are more likely to resemble the total sample with 43% saying yes, compared to 24% of young adults and 12% of youth. The majority of adults (**80%**) who vape solely have smoked cigarettes

in the past, compared to 42% of non-users. This is much higher compared to young adults who vape solely and non-users (**53%** and 18%), as well as youth who vape solely and non-users (**34%** and 6%).

Exhibit B7: Q9 – [If haven’t smoked in past 30 days] Have you ever been a person who smoked?

	Current Smoking Habits											
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 6353	Vapes n = 589	Non-Users n = 5642	Total n = 1760	Vapes n = 315	Non-Users n = 1407	Total n = 375	Vapes n = 81*	Non-Users n = 283	Total n = 4218	Vapes n = 193	Non-Users n = 3952
Yes	39	63	38	12	34	6	24	53	18	43	80	42
No	60	35	62	86	64	92	73	44	82	56	20	58
Prefer not to answer	1	-	-	1	1	1	1	1	-	-	-	-
Don't know	-	1	-	1	1	1	1	2	-	-	-	-

*Bear in mind the small sample sizes.

The majority of people who have smoked in the past 30 days did so every day (53%) and a quarter (26%) did so 4-29 days of the past 30. Adults who smoke solely are significantly more likely (**65%**) than dual users (40%) to have every day of the past 30. This is also true for young adults who solely smoke (31%) compared to young adult dual users (27%), and youth who solely smoke (35%) compared to youth dual users (18%).

Exhibit B8: Q10 – [If smokes] On how many of the past 30 days did you smoke?

	Current Smoking Habits											
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 1420	Smokes n = 775	Dual n = 631	Total n = 253	Smokes n = 48*	Dual n = 204	Total n = 91*	Smokes n = 33*	Dual n = 57*	Total n = 1076	Smokes n = 694	Dual n = 370
0	4	4	4	5	5	5	4	-	7	4	4	3
1	3	3	3	5	11	4	5	8	3	3	3	2
2-3	5	4	8	12	15	11	12	14	10	5	4	7
4-29	26	17	41	45	24	51	38	31	44	24	16	39
30	53	63	37	21	35	18	28	31	27	57	65	40
Prefer not to answer	2	1	3	1	-	2	2	4	-	2	1	3
Don't know	7	7	6	9	11	9	10	12	8	6	7	5

*Bear in mind the small sample sizes.

Results vary significantly based on age in terms of how many years a person who smokes has been smoking. For adults, the plurality (18%) have been smoking for 11-20 years, and another 17% have been smoking 21-30 years. Whereas when looking at young adults, the plurality have been smoking for 1-5 years, and the majority of youth have been smoking for 1-5 years.

Exhibit B9: Q11 – [If smokes] How many years have you been smoking?

	Current Smoking Habits											
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 1420	Smokes n = 775	Dual n = 631	Total n = 253	Smokes n = 48*	Dual n = 204	Total n = 91*	Smokes n = 33*	Dual n = 57*	Total n = 1076	Smokes n = 694	Dual n = 370
Less than a year	10	7	14	32	25	34	17	14	18	8	7	11
1-5	14	8	24	53	53	53	48	42	52	9	5	17
6-10	11	7	17	6	13	5	22	26	19	10	6	18
11-20	16	16	17	1	4	-	1	-	1	18	17	21
21-30	15	18	11	-	-	-	-	-	-	17	19	14
31-40	14	18	6	-	-	-	-	-	-	15	19	7
41-50	8	11	4	-	-	-	-	-	-	10	12	5
Over 50	3	5	-	-	-	-	-	-	-	3	5	-
Prefer not to answer	4	4	3	4	3	4	9	10	8	3	3	3
Don't know	6	7	4	4	3	4	3	7	1	6	7	5

*Bear in mind the small sample sizes.

Switching to the topic of vaping, young adults who do not currently smoke and do not currently use vaping products are the most likely to have ever been a person who vaped with nicotine (16%) compared to youth (13%) or adults (7%).

Exhibit B10: Q12 – [If haven't smoked in past 30 days] Have you ever been a person who vaped a product containing nicotine?

	Past Vaping Habits																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 6829	Smokes n = 775	Dual n = 92	Vapes n = 192	Non-Users n = 5642	Total n = 1614	Smokes n = 48*	Dual n = 25*	Vapes n = 100	Non-Users n = 1407	Total n = 369	Smokes n = 33*	Dual n = 10*	Vapes n = 31*	Non-Users n = 283	Total n = 4845	Smokes n = 694	Dual n = 57*	Vapes n = 61*	Non-Users n = 3952
Yes	8	26	46	41	4	13	37	36	46	9	16	44	67	35	9	7	25	43	42	3
No	91	73	40	54	95	84	62	50	50	89	81	53	26	63	89	92	75	42	52	96
Prefer not to answer	-	-	4	-	-	1	-	-	1	1	1	-	-	-	-	-	-	5	-	-
Don't know	1	1	9	4	-	2	1	14	3	1	2	3	6	3	2	1	1	9	6	-

*Bear in mind the small sample sizes.

Unlike cigarette smoking patterns, a quarter of respondents who vape do so daily (24%), while the plurality (37%) do so between 4 and 29 days of the last 30. Adults are more likely (25%) than youth (22%) or young adults (17%) to have vaped nicotine every day of the past 30. Though quite similar, in each instance dual users are less likely than those who vape solely, to have vaped with nicotine every day of the past 30. Two in five (44%) adults who solely vaped have done so every day of the past 30 compared to 18% of dual users. A quarter of young adults who vape solely said the same compared to 9% of young adult dual users. Further, 23% of youth who solely vape have done every day of the past 30, compared to 21% of youth dual users.

Exhibit B11: Q13 –*[If vapes nicotine]* On how many of the past 30 days did you vape a product containing nicotine?

	Current Vaping Habits											
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 944	Dual n = 539	Vapes n = 397	Total n = 398	Dual n = 179	Vapes n = 215	Total n = 97*	Dual n = 47*	Vapes n = 50*	Total n = 449	Dual n = 313	Vapes n = 132
0	8	10	5	7	6	8	9	11	6	8	10	4
1	8	7	10	11	5	15	15	14	17	6	6	6
2-3	15	16	13	12	13	11	21	23	19	14	15	12
4-5	10	10	10	12	19	7	13	8	18	9	10	8
6-10	9	11	5	8	9	8	9	13	5	9	12	5
11-20	14	17	8	13	12	13	8	13	3	15	18	8
21-29	4	5	3	5	6	5	1	0	2	4	5	2
30	24	17	35	22	21	23	17	9	24	25	18	43
Prefer not to answer	2	2	2	2	3	2	3	4	2	1	1	1
Don't know	6	5	9	7	6	8	4	5	3	7	4	12

*Bear in mind the small sample sizes.

The plurality of respondents (37%) have been vaping for less than a year. This number is much higher among youth (48%) and young adults (43%), compared to adults, whereby a third (33%) have been vaping less than a year. Dual users are 4 times more likely (4%) than those who solely vape (1%) to have been vaping for more than 10 years.

Exhibit B12: Q14 – [If vapes nicotine] How many years have you been vaping products containing nicotine?

	Current Vaping Habits											
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 944	Dual n = 539	Vapes n = 397	Total n = 398	Dual n = 179	Vapes n = 215	Total n = 97*	Dual n = 47*	Vapes n = 50*	Total n = 449	Dual n = 313	Vapes n = 132
Less than a year	37	34	41	48	45	49	43	35	50	33	32	35
1	10	12	8	12	17	9	12	16	8	10	11	7
2	18	19	17	19	19	20	19	16	21	17	19	14
3	8	8	9	9	6	12	11	9	14	8	8	6
4	4	4	4	3	4	1	3	4	1	5	4	6
5	9	9	10	2	1	2	6	11	3	11	10	15
6-10	4	4	3	1	2	-	-	-	-	5	5	5
More than 10	3	4	1	-	-	-	1	2	-	4	5	2
Prefer not to answer	1	1	1	2	3	1	2	3	-	1	-	1
Don't know	6	4	7	4	3	5	4	4	3	7	5	10

*Bear in mind the small sample sizes.

Qualitative Insights: Current, Past and Future Behaviours

Participants described a wide variety of behaviours with a small number vaping irregularly but most vaping daily and among those the tendency is to take many pulls during the course of the day. Some described using their vaping device several times in a typical day. There was also a diverse range of years that people had been vaping with most having been vaping for a number of years already, some starting as far back as more than 10 years ago.

Those who vape and do not smoke tended to feel like cigarettes were never a consideration and would never be a consideration. Vaping was typically an activity in and of itself that had its own appeal. Many of these participants indicated having some concerns about what they were putting in their lungs, unknown long-term health effects and the stories they had heard about people becoming seriously ill due to vaping. Many of these individuals had either a clear intent to quit at some point or a vague notion that there would be a time when they would probably quit vaping. While some felt that quitting vaping would be easy, there were others who indicated their addiction and their habits were either already or likely to be tough to break.

As mentioned above, those who formerly smoked or currently smoke tended to be appreciative of what vaping offered them, both as what they perceived to be a less harmful source of nicotine than cigarettes and as a desirable activity (flavours, social). They also often cited an appreciation

that it replicated the hand-to-mouth motion they had gotten used to when smoking, something that is not the case with other nicotine replacement therapies such as gum or patches. There was often an overlap of time during which these participants would sometimes vape and sometimes smoke. Comparing their first vaping experience to their first cigarette, their introduction to vaping was almost always described as a far smoother experience.

In all cases, if a participant had smoked in the past or currently smoked, their first experience smoking came before their first experience vaping.

In their own words:

“When I had my first cigarette I nearly died. I hated it at first...with vaping I quickly got a hang of it.”

“I puked the first time I had cigarettes. Vaping was much more pleasant.”

“Vaping was way easier, but I’m not sure if that’s because I’ve already been smoking for years and I’m used to inhaling stuff.”

Experiences Quitting Smoking

For respondents who currently or have smoked in the past a quarter (26%) have tried other ways to quit smoking, one in five (19%) have tried vaping with nicotine, another 19% have tried a nicotine replacement therapy, and one in ten (12%) have tried vaping without nicotine. Looking specifically at youth, vaping with nicotine is the most popular method to quit smoking (35%) followed by vaping without nicotine (31%). Young adults also turn to vaping with nicotine to quit smoking (31%), however second most popular option to help quit smoking is another way other than vaping or replacement therapy. Adults however most frequently turn to other ways to quit smoking (25%) or nicotine replacement therapies (19%) compared to vaping.

Notable demographic differences include:

- Men are more likely than women to have tried vaping with nicotine (**23%** vs. 14%) or a nicotine replacement therapy (**21%** vs. 17%) in an attempt to quit smoking.
- Adults between the ages of 25 and 34 (**39%**), young adults 20-24 (**31%**) and youth 15-19 (**35%**) are most likely to have tried vaping with nicotine in an attempt to quit smoking, compared to adults 35-54 (23%) or adults 55+ (7%).
- Adults 25-34 (**28%**) are the most likely of any age category to have tried a nicotine replacement therapy in order to quit smoking, those 55+ were the least likely (14%).
- Respondents living in British Columbia (**22%**) are more likely than those living in Quebec (17%) and Manitoba/Saskatchewan (16%) to have tried nicotine replacement therapies in an attempt to quit smoking
- Those living in urban areas (**23%**) are much more likely to have tried vaping with nicotine in an attempt to quit smoking, compared to people living in suburban (15%) or rural (15%) areas.
- Respondents with households earning less than \$20k annually are the most likely to have tried vaping with nicotine in an attempt to quit smoking (**23%**), least likely were those earning \$80k-\$100k.

Exhibit B13: Q15 – [If smokes or formerly smoked] For each of the following, please indicate whether this is something you have done in the past year.

	Current Behaviours																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 3548	Smokes n = 775	Dual n = 631	Vapes n = 289	Non-Users n = 1708	Total n = 449	Smokes n = 48*	Dual n = 204	Vapes n = 94*	Non-Users n = 94	Total n = 185	Smokes n = 33*	Dual n = 57*	Vapes n = 40*	Non-Users n = 50*	Total n = 2914	Smokes n = 694	Dual n = 370	Vapes n = 155	Non-Users n = 1657
Tried some other way to quit smoking	26	39	54	34	12	27	28	37	21	9	27	20	44	29	11	25	40	58	38	12
Tried vaping with nicotine in an attempt to quit smoking	19	17	70	55	2	35	23	55	28	6	31	24	50	40	10	17	17	75	64	2
Tried a nicotine replacement therapy (e.g., nicotine gum, nicotine patch, nicotine inhaler, etc.) in an attempt to quit smoking	19	28	47	32	6	23	9	35	23	7	17	17	19	29	6	19	29	52	35	6
Tried vaping without nicotine (i.e. flavour only) in an attempt to quit smoking	12	9	48	34	3	31	9	41	39	11	21	8	31	23	16	11	9	52	36	2
Tried at least one of the above methods	38	55	83	71	16	55	51	72	59	18	48	47	65	56	30	37	55	87	78	16

*Bear in mind the small sample sizes.

People who vape and have tried to quit smoking find it hard to quit (17%), vaping didn't work because it doesn't satisfy needs/get the same feeling (16%), and effects of the cigarettes (9%) to be the main reasons they continue to smoke cigarettes. Results are slightly different for young adults, as the main reason they turned back to cigarettes after trying to quit was because vaping with nicotine does not satisfy their needs or deliver the same feeling (19%) followed by other reasons (15%) and the effects of the product (14%).

Below are a few differences between other demographic groups:

- Women are more likely to continue smoking after attempting to quit using nicotine in order to reduce stress/to relax (**14%**), or because of the health risks/effects associated with vaping (**13%**) compared to men (6% and 6%).
- There are several regional differences based on reasons to continue smoking after attempting to quit by vaping with nicotine. Respondents living in Atlantic Canada are most likely to have gone back to smoking because they found it hard to quit (**31%**). Quebec residents are most likely to have continued smoking because they found vaping does not work or doesn't satisfy their needs (**22%**). Ontario residents are much more likely to cite product effects (stress reducer/relaxing) as the reason they continue to smoke (**14%**), while BC residents are the most likely to continue smoking because they simply enjoy it (**12%**).
- Respondents without a high school education are significantly more likely to continue smoking because it is hard to quit (**35%**) compared to those with just a high school education (12%), those with a trades/college/university degree (17%), or those with a post graduate degree (12%).

Exhibit B14: Q16 – [If smokes] You indicated that you have smoked a cigarette in the past 30 days, but you have tried vaping with nicotine in an attempt to quit smoking. What is the main reason you continue to smoke or went back to smoking cigarettes?

Main Reason to Smoke or Go Back to Smoking After Vaping												
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 565	Smokes n = 140	Dual n = 419	Total n = 124	Smokes n = 12*	Dual n = 112	Total n = 37*	Smokes n = 8*	Dual n = 28*	Total n = 404	Smokes n = 120	Dual n = 279
Habit/Hard to quit	17	17	17	22	14	22	5	-	7	17	18	17
Vaping didn't work/Didn't satisfy my needs/Don't get the same feeling	16	18	15	16	22	15	19	-	26	16	19	14
Effects of cigarettes (reduce stress, relaxing, etc)	9	9	9	4	8	4	14	37	7	9	7	10
Risks and health effects regarding vaping	9	20	4	2	-	3	4	16	-	10	20	5
Addiction/Can't stop smoking	7	4	9	6	-	6	7	-	10	8	5	9
I enjoy smoking	5	2	7	10	-	11	6	-	8	5	2	6
Good taste of cigarette smoking	4	1	4	5	11	4	-	-	-	4	1	5
Didn't enjoy vaping	3	9	1	-	5	-	7	11	5	3	9	1
Peer pressure/Social purposes	3	2	4	8	-	9	6	11	5	3	1	4
I smoke occasionally	3	3	3		-	-	8	13	7	3	2	3
Vaping device not working properly	2	2	1	1	8	-	-	-	-	2	3	2
Vaping harsher than smoking	1	2	1	1	-	1	-	-	-	1	3	1
Cheaper	1	1	1	2	-	2	-	-	-	1	1	1
Other (SPECIFY):	9	6	11	12	16	11	15	-	17	9	6	10
None/No reason	6	1	8	4	16	2	3	-	4	6	1	9
Don't know/ refusal	4	3	3	7	-	8	7	11	6	3	3	3

*Bear in mind the small sample sizes.

When asked which method they would use in the future if those who smoke were to try and quit again the plurality feel they would try ways other than vaping or nicotine replacement therapies. The second most popular method that respondents feel they would use in order to attempt to quit smoking again is using a nicotine replacement therapy (48%) followed by vaping with nicotine (30%). When looking specifically at youth, the most popular method that would be used to quit smoking is vaping with nicotine (58%), among young adults, this number dropped to 36%, and down to 28% among adults.

Notable demographic differences include:

- Men are more likely (**35%**) to try/try again vaping with nicotine in order to quit smoking, compared to women (23%).
- Youth are more likely than any other age category to try/try again vaping with nicotine to quit smoking (**58%**).
- Residents of Atlantic Canada (**42%**) and those living in British Columbia (**36%**) are most likely to try vaping with nicotine in order to try/try again quitting cigarettes.
- Respondents with a post-graduate are more likely (**43%**) to attempt/attempt again vaping products with nicotine in order to quit smoking.

Exhibit B15: Q17 – [If smokes] And looking ahead, how likely do you think it is that you will try or try again each of the following in an effort to quit smoking? [Top 2 box: Definitely will/Likely]

Summary Likelihood of Attempting to Quit Smoking by...												
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 1420	Smokes n = 775	Dual n = 631	Total n = 253	Smokes n = 48*	Dual n = 204	Total n = 91*	Dual n = 33*	Vapes n = 57*	Total n = 1076	Dual n = 694	Vapes n = 370
Trying some other way to quit smoking	63	61	66	50	34	54	60	55	62	64	62	68
Using a nicotine replacement therapy (e.g., nicotine gum, nicotine patch, nicotine inhaler, etc.)	48	44	54	41	28	44	29	29	27	50	45	60
Vaping with nicotine	30	9	67	58	16	68	36	8	55	28	9	68
Vaping without nicotine (i.e. flavour only)	24	8	51	52	19	60	33	21	41	21	7	51

*Bear in mind the small sample sizes.

Exhibit B16: Q17A - [If smokes] Vaping with nicotine

Likelihood of Attempting to Quit Smoking by Vaping with Nicotine												
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 1420	Smokes n = 775	Dual n = 631	Total n = 253	Smokes n = 48*	Dual n = 204	Total n = 91*	Smokes n = 33*	Dual n = 57*	Total n = 1076	Smokes n = 694	Dual n = 370
Definitely will	12	2	29	21	2	26	11	3	17	11	2	31
Likely	18	7	38	37	14	42	24	6	38	17	7	37
Not likely	22	26	15	22	37	18	24	37	14	22	25	15
Definitely not	43	61	13	13	37	7	37	51	28	45	62	11
Prefer not to answer	1	-	2	2	1	2	1	-	2	1	-	2
Don't know	4	4	4	5	9	4	2	4	1	4	4	4

*Bear in mind the small sample sizes.

Exhibit B17: Q17B - [If smokes] Vaping without nicotine (i.e. flavour only)

Likelihood of Attempting to Quit Smoking by Vaping without Nicotine												
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 1420	Smokes n = 775	Dual n = 631	Total n = 253	Smokes n = 48*	Dual n = 204	Total n = 91*	Smokes n = 33*	Dual n = 57*	Total n = 1076	Smokes n = 694	Dual n = 370
Definitely will	8	2	18	17	3	21	13	3	19	7	2	18
Likely	16	6	32	35	16	39	20	18	22	14	5	33
Not likely	26	26	26	27	40	24	29	28	31	26	26	25
Definitely not	45	62	18	14	31	10	32	47	22	48	63	18
Prefer not to answer	1	1	1	-	-	-	2	-	3	1	1	1
Don't know	4	4	5	6	9	6	4	4	3	4	3	5

*Bear in mind the small sample sizes.

Exhibit B18: Q17C - [If smokes] Using a nicotine replacement therapy (e.g., nicotine gum, nicotine patch, nicotine inhaler, etc.)

Likelihood of Attempting to Quit Smoking using a Nicotine Replacement Therapy												
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 1420	Smokes n = 775	Dual n = 631	Total n = 253	Smokes n = 48*	Dual n = 204	Total n = 91*	Smokes n = 33*	Dual n = 57*	Total n = 1076	Smokes n = 694	Dual n = 370
Definitely will	18	17	19	10	7	11	9	8	8	19	17	22
Likely	30	28	35	31	21	33	20	21	20	31	28	37
Not likely	23	23	24	28	33	27	33	36	32	22	22	22
Definitely not	22	26	16	23	28	21	27	30	26	22	26	14
Prefer not to answer	-	-	1	-	-	1	1	-	2	-	-	1
Don't know	6	6	5	8	11	7	10	5	13	6	6	4

*Bear in mind the small sample sizes.

Exhibit B19: Q17D - [If smokes] Trying some other way to quit smoking

Likelihood of Attempting to Quit Smoking using Some Other Way												
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 1420	Smokes n = 775	Dual n = 631	Total n = 253	Smokes n = 48*	Dual n = 204	Total n = 91*	Smokes n = 33*	Dual n = 57*	Total n = 1076	Smokes n = 694	Dual n = 370
Definitely will	27	25	29	20	17	21	24	19	26	27	26	31
Likely	36	36	36	30	17	33	36	36	36	36	36	37
Not likely	16	16	17	20	27	19	15	14	16	16	15	17
Definitely not	12	13	10	12	19	11	15	18	13	11	13	9
Prefer not to answer	1	1	1	1	2	1	1	-	2	1	1	1
Don't know	9	9	7	17	18	16	8	12	6	8	9	6

*Bear in mind the small sample sizes.

Vaping Habits and Preferences

The majority of respondents who have vaped (70%) have used a device with a tank that you fill with liquid, half of respondents have tried the device with replaceable pre-filled cartridges or pods, and roughly one third (36%) have tried disposable vaping devices. Youth and young adults are more likely to have used vaping devices with a tank (75%), compared to adults (69%). Further, youth (61%) and young adults (67%) are much more likely to have used a vaping device with replaceable prefilled cartridges or pods, compared to adults (44%). Finally, adults are the most likely to have tried disposable vaping devices (37%) in comparison to young adults (33%) and youth (30%).

Taking a closer look at each individual vaping device there are several significant differences. In terms of youth, dual users are more than twice (56%) as likely to have tried using disposable vaping devices, compared to those who solely vape (21%). This is consistent among young adults (53% vs. 19%) as well as adults (51% vs. 32%).

Notable demographic differences include:

- Women are less likely to have used disposable vaping devices (29%) compared to men (40%).
- Those aged 25-34 (43%) and 35-54 (37%) are more likely to have tried disposable vaping devices compare to young adults (33%), youth (30%), and older adults 55+ (26%). However, youth (75%) and young adults (75%) are more likely than their older counterparts to have used a tank vaping device that you refill with liquid. Further, all respondents under the age of 55 are more likely to have used a vaping device with replaceable pre-filled cartridges or pods, than those 55+ (27%). Though young adults 20-24 are the most likely to have used this type of vaping device (67%).

- Respondents living in Quebec are significantly least likely to have used a disposable vaping device (24%) and vaping devices with pre-filled pods/cartridges (33%). However, Quebec residents are most likely to have use a tank vaping device (75%).
- People with a post-graduate degree are twice as likely (50%) to have used a disposable vaping device, compared to those without a high-school degree (25%). People with only a high school education are most likely to have used tank vaping devices (78%) and vaping devices with pre-filled cartridges (54%).
- Those who primarily speak English at home are significantly more likely than those who speak French to have used disposable vaping devices (39% vs. 23%), or vaping devices with pre-filled cartridges/pods (57% vs. 29%).

You have indicated that you vape or have tried vaping. There are a variety of different products that people use when vaping. Please indicate whether you have used each of the following.

Exhibit B20: Q18A – [If has vaped] Disposable (not refillable or rechargeable) vaping device (e.g. cig-a-like)

	Use of Disposable Vaping Devices																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 1753	Smokes n = 202	Dual n = 631	Vapes n = 589	Non-Users n = 304	Total n = 684	Smokes n = 16*	Dual n = 204	Vapes n = 315	Non-Users n = 142	Total n = 182	Smokes n = 15*	Dual n = 57*	Vapes n = 81*	Non-Users n = 27*	Total n = 887	Smokes n = 171	Dual n = 370	Vapes n = 193	Non-Users n = 135
Have used	36	24	52	27	26	30	59	56	21	9	33	28	53	19	29	37	23	51	32	28
Have not used	61	75	46	70	73	67	41	38	77	90	65	72	46	77	71	60	76	46	64	70
Prefer not to answer	1	-	2	1	1	1	-	2	-	1	1	-	-	1	-	2	-	2	2	1
Don't know	2	1	1	2	1	2	-	3	1	1	1	-	1	2	-	2	1	1	2	1

*Bear in mind the small sample sizes.

When it comes to vaping devices with a tank that you fill with liquid, youth who solely vape (79%) are more likely to have used one before, compared to dual users (74%). However, when looking at young adults, dual users are significantly more likely (85%) to have tried using them compared to those who solely vape (69%). Results differed again when looking at adults, as those who solely smoke (77%) are the most likely to have tried these vaping devices compared to dual users (69%) and those who solely vape (64%).

Exhibit B21: Q18B – [If has vaped] Vaping device with a tank that you fill with liquid (e.g. mods)

	Use of Tank Vaping Devices																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 1753	Smokes n = 202	Dual n = 631	Vapes n = 589	Non-Users n = 304	Total n = 684	Smokes n = 16*	Dual n = 204	Vapes n = 315	Non-Users n = 142	Total n = 182	Smokes n = 15*	Dual n = 57*	Vapes n = 81*	Non-Users n = 27*	Total n = 887	Smokes n = 171	Dual n = 370	Vapes n = 193	Non-Users n = 135
Have used	70	77	71	68	66	75	78	74	79	66	75	75	85	69	74	69	77	69	64	64
Have not used	27	19	26	29	32	22	22	22	20	32	22	25	13	28	22	28	19	28	33	34
Prefer not to answer	1	1	2	1	1	1	-	2	-	-	2	-	2	1	-	1	1	2	1	1
Don't know	2	3	1	2	1	2	-	2	1	2	1	-	-	2	4	2	3	1	2	1

*Bear in mind the small sample sizes.

Finally, synonymous with the tank vaping devices, there are differences by age when it comes to vaping devices with replaceable pre-filled cartridges or pods. For youth, those who solely vape are the most likely to have used before (**68%**), compared to **61%** of dual users, 55% of those who smoke solely, and 46% of non-users. When it comes to young adults, dual users are the most likely (84%) to have used this kind, followed by those who vape solely (67%), non-users (52%), and those who solely smoke (46%). Adult dual users (**59%**) are most likely to have tried this type of vaping device compared to those who vape solely (**51%**), those who smoke solely (28%), and non-users who have previously tried vaping products (23%).

Exhibit B22: Q18C – [If has vaped] Vaping device with replaceable pre-filled cartridges or pods

	Use of Pre-filled Cartridge/Pod Vaping Devices																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 1753	Smokes n = 202	Dual n = 631	Vapes n = 589	Non-Users n = 304	Total n = 684	Smokes n = 16*	Dual n = 204	Vapes n = 315	Non-Users n = 142	Total n = 182	Smokes n = 15*	Dual n = 57*	Vapes n = 81*	Non-Users n = 27*	Total n = 887	Smokes n = 171	Dual n = 370	Vapes n = 193	Non-Users n = 135
Have used	50	30	62	58	30	61	55	61	68	46	67	46	84	67	52	44	28	59	51	23
Have not used	47	68	35	39	68	37	45	37	30	52	31	54	14	30	48	52	69	37	46	75
Prefer not to answer	1	1	2	-	1	-	-	-	-	-	-	-	-	-	1	1	2	1	1	1
Don't know	2	1	2	2	1	1	-	2	1	1	2	-	2	3	-	2	1	2	2	2

*Bear in mind the small sample sizes.

Qualitative Insights: Vaping Device Preferences

In terms of their device use, most participants tended to be fairly loyal to the device they initially tried when they started vaping. To make their selections, the majority of participants seemed to rely on the advice of staff at vape shops or the advice of friends, loved ones, and/or family.

Across the groups, the devices that participants tended to use were fairly evenly split between two types of devices: those with refillable tanks and those with pre-filled replaceable cartridges. Very few, if any, participants indicated they regularly use, or had even tried, the disposable varieties. Typically, those who had were those who vape cannabis.

Those who preferred the devices with refillable tanks liked the customizability in terms of being able to adapt the liquid to suit their tastes and/or moods. For example, some participants talked about customizing nicotine levels by mixing juices with different nicotine levels. They also cited the ability to express a personal style through their modifications and ability to adjust the temperature and coil. Some appreciated the economics of e-juice as compared to a pod since it lasts longer and is cheaper per use than pods.

Those who preferred the devices with pre-filled replaceable cartridges liked the ease of use (i.e., not having to refill the tank, replace coils, etc.), the sleek design, and that it was much more discrete, more portable (in a pocket or purse) and easier to conceal. Many who had started with a tank model had switched to or added a model that uses cartridges/pods because of negative experiences (leaking being the most common complaint) with the tank and/or because of the ability to choose the device based upon circumstance.

Those who had tried multiple devices (or both types), felt that the difference in experience tended to revolve around bigger vape clouds with the devices with refillable tanks. Some described this as an enhanced experience of inhaling the vape, but very few (if any) talked about how the experience left them feeling more or less satisfied or the ability of one, over the other, to curb their desire for a cigarette.

Responses varied as to the frequency of sessions per day for those who have vaped. The plurality (17%) vape one session a day, while 12% vape 6-10 times per day. Young adults are twice as likely to vape one session per day (28%) compared to adults (14%), with youth falling in the middle at 18% vaping one session per day. There are minimal differences between those who dual use, and those who solely vape in terms of amount of session per day.

Exhibit B23: Q19 – *[If has vaped] On the days that you do vape, on average, about how many sessions do you vape?*

Average Amount of Vaping Sessions Per Day												
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 1232	Dual n = 631	Vapes n = 589	Total n = 523	Dual n = 204	Vapes n = 315	Total n = 138	Dual n = 57*	Vapes n = 81*	Total n = 571	Dual n = 370	Vapes n = 193
1	17	16	18	18	17	18	28	22	32	14	15	13
2	13	12	13	14	14	14	13	13	12	12	12	13
3	9	9	9	9	8	9	11	9	12	9	9	8
4	4	6	3	6	7	5	4	3	4	4	6	2
5	7	9	5	7	6	8	4	7	2	8	10	5
6-10	12	12	11	9	8	9	9	8	9	13	14	12
11-20	7	6	7	4	4	4	6	8	4	7	6	9
Over 20	6	6	6	6	6	5	2	3	2	7	6	9
Prefer not to answer	5	4	5	5	5	5	6	3	8	4	4	4
Don't know	17	16	18	19	23	18	14	17	12	17	15	21

*Bear in mind the small sample sizes.

Of those who use ml/mg to measure nicotine concentration the majority (68%) use less than 20mg/ml. However, youth are found to use a much higher concentration than young adults or adults. Three quarters of adults use less than 20mg/ml nicotine concentration, while 59% of young adults report the same, and just under half of youth (48%).

Exhibit B24: Q20A – [If vapes] In general, how much nicotine do the e-cigarettes, cartridges, pods, or e-liquids you currently use contain? You can choose to report the % or mg/ml. If you use different concentrations of nicotine, please select the one used most frequently.

Nicotine Mg/ml Concentration												
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 676	Dual n = 344	Vapes n = 326	Total n = 279	Dual n = 106	Vapes n = 171	Total n = 74*	Dual n = 34*	Vapes n = 40*	Total n = 323	Dual n = 204	Vapes n = 115
None (0 mg/ml nicotine)	10	6	14	11	2	17	14	8	20	9	6	11
Less than 10 mg/ml	33	35	31	23	23	23	22	31	14	38	37	39
10-19 mg/ml	25	27	23	14	18	12	22	21	23	28	29	28
20-29 mg/ml	12	14	9	10	15	6	12	18	8	13	13	12
30-39 mg/ml	10	9	12	14	14	13	17	4	30	8	9	6
40 mg/ml or more	10	10	10	29	29	29	11	18	6	5	6	4

*Bear in mind the small sample sizes.

Because there is no single standard way in which products identify nicotine strength, the survey offered respondents the option of identifying nicotine strength on the basis of percentage (%) or volume (mg/ml). For ease of analysis, the results of either measurement form chosen are examined separately. The majority (58%) of people who vape use more than 2% nicotine concentration, while a quarter (26%) use less than 2%, and 16% use none. Bearing in mind the small sample sizes, adults are the most likely to vape with a concentration of 2% or higher (61%), compared to young adults (51%) and youth (51%). Adults who vape solely are more than three times as likely (**23%**) to use no nicotine, compared to adult dual users (7%).

Exhibit B25: Q20B – [If vapes] In general, how much nicotine do the e-cigarettes, cartridges, pods, or e-liquids you currently use contain? You can choose to report the % or mg/ml. If you use different concentrations of nicotine, please select the one used most frequently.

	Nicotine Percentage Concentration											
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 387	Dual n = 203	Vapes n = 179	Total n = 171	Dual n = 77*	Vapes n = 92*	Total n = 41*	Dual n = 11*	Vapes n = 30*	Total n = 175	Dual n = 115	Vapes n = 57*
None (0%)	16	7	26	26	12	33	18	-	25	13	7	23
Less than 2%	26	28	24	24	30	20	31	32	30	26	27	23
2% to 4.9%	36	42	29	29	36	24	26	37	21	40	43	34
5% or more	22	23	21	22	21	23	26	31	24	21	22	20

*Bear in mind the small sample sizes.

Respondents who vape with higher concentrations of nicotine are more likely to feel that vaping products containing nicotine are less harmful. 28% of those who use 2% concentration or more felt that products containing nicotine were not at all or a little harmful, compared to 7% among those who use 0% nicotine concentration. Similarly, 28% of respondents who use 20mg/ml or higher feel the same compared to 6% who use no mg/ml concentration of nicotine.

Exhibit B26: Q31XQ20 – Perception of Harm of Vaping Products Containing Nicotine by Concentration (%)

Perception of Harm of Vaping Products Containing Nicotine by Concentration (%)			
	2% + n=213	< 2% n=106	None (0%) n=68
Extremely harmful	10	20	29
Very harmful	21	30	33
Moderately harmful	36	33	31
A little harmful	25	15	7
Not at all harmful	3	3	-
Prefer not to answer	1	-	-
Don't know	5	-	-

Exhibit B27: Q31XQ20 – Perception of Harm of Vaping Products Containing Nicotine by Concentration (mg/ml)

Perception of Harm of Vaping Products Containing Nicotine by Concentration (mg/ml)			
	20 mg/ml + n=257	< 20 mg/ml n=348	None (0mg/ml) n=71
Extremely harmful	12	13	32
Very harmful	16	19	24
Moderately harmful	42	35	32
A little harmful	24	27	6
Not at all harmful	4	5	-
Prefer not to answer	1	-	2
Don't know	1	2	6

People who vape once a month or less are significantly more likely to find vaping products containing nicotine extremely harmful (20%) compared to those who vape daily (5%). The same is true to a lesser degree when people who vape considered the perceived addictiveness of vaping products containing flavours only. Over one in ten (13%) of those who vape once a month find them to be extremely addictive, compared to just 4% of those who vape daily.

Exhibit B28: Q31XQ13 – Perception of Harm of Vaping Products Containing Nicotine by Frequency of Use

Perception of Harm of Vaping Products Containing Nicotine by Frequency of Use				
	Daily n=218	Weekly n=362	2-3 Times per month n=133	Once per month or less n=149
Extremely harmful	5	12	22	20
Very harmful	11	20	21	28
Moderately harmful	36	38	42	34
A little harmful	41	22	15	13
Not at all harmful	5	6	-	2
Prefer not to answer	-	2	-	-
Don't know	2	2	-	3

Exhibit B29: Q20XQ13 – Perception of Harm of Vaping Products Containing Flavours Only by Frequency of Use

Perception of Harm of Vaping Products Containing Flavours Only by Frequency of Use				
	Daily n=218	Weekly n=362	2-3 Times per month n=133	Once per month or less n=149
Extremely harmful	4	8	14	13
Very harmful	5	11	10	11
Moderately harmful	24	24	36	30
A little harmful	41	36	29	31
Not at all harmful	16	17	8	10
Prefer not to answer	-	2	-	-
Don't know	11	3	3	6

Those who assessed themselves as very addicted (68%) are much more likely to use a nicotine concentration of over 2%, compared to those who self-assessed as not at all addicted (47%). The same is true for those who use mg/ml concentration; of the respondents who self-assessed as not at all addicted 28% use over 20mg/ml, compared to 40% among those who self-assessed as very addicted.

Exhibit B30: Q20XQ28 – Nicotine Concentration (mg/ml) by Self-Assessed Addiction

Nicotine Concentration (mg/ml) by Self Assessed Addiction			
	Yes, very addicted n=108	Yes, a little addicted n=265	Not at all addicted n=286
None (0 mg/ml)	1	2	19
<20 mg/ml	58	64	53
20 mg/ml +	40	35	28

Exhibit B31: Q20XQ28 – Nicotine Concentration (%) by Self-Assessed Addiction

Nicotine Concentration (%) by Self Assessed Addiction			
	Yes, very addicted n=33	Yes, a little addicted n=167	Not at all addicted n=182
None (0%)	3	5	29
<2%	29	29	24
2% +	68	66	47

Respondents who find vaping products containing nicotine less addictive are more likely to use higher concentrations of nicotine, for example, two-thirds of those who find nicotine slightly addictive use 2% or more concentration. Whereas this number drops to 56% among those who find nicotine very addictive. The same is true for those who consider vaping products without nicotine not at all addictive (61%) compared to those who find them very addictive (50%). The inverse is true for respondents who use mg/ml concentration. Those who consider vaping products containing nicotine as very addictive (34%) or somewhat addictive (33%) are more likely to use 20mg/ml or higher nicotine concentration compared to those who find products containing nicotine to be slightly addictive (28%) or not at all addictive (30%).

Exhibit B32: Q20XQ27 – Nicotine Concentration (mg/ml) by Perception of Addictiveness of Vaping Products Containing Nicotine

Nicotine Concentration (mg/ml) by Perceived Addictiveness of Vaping Products that Contain Nicotine				
	Very addictive n=286	Somewhat addictive n=207	Slightly addictive n=119	Not at all addictive n=41
None (0 mg/ml)	13	5	8	8
<20 mg/ml	54	62	63	62
20 mg/ml +	34	33	28	30

Exhibit B33: Q20XQ27 – Nicotine Concentration (mg/ml) by Perception of Addictiveness of Vaping Products Containing Flavours Only

Nicotine Concentration (mg/ml) by Perceived Addictiveness of Vaping Products that Contain Flavours Only				
	Very addictive n=87	Somewhat addictive n=153	Slightly addictive n=175	Not at all addictive n=219
None (0 mg/ml)	11	8	9	10
<20 mg/ml	59	53	61	62
20 mg/ml +	30	39	30	29

Exhibit B34: Q20XQ27 – Nicotine Concentration (%) by Perception of Addictiveness of Vaping Products Containing Nicotine

Nicotine Concentration (%) by Perceived Addictiveness of Vaping Products that Contain Nicotine				
	Very addictive n=203	Somewhat addictive n=95	Slightly addictive n=61	Not at all addictive n=18
None (0%)	19	12	2	31
<2%	25	31	32	8
2% +	56	57	66	62

Exhibit B35: Q20XQ27 – Nicotine Concentration (%) by Perception of Addictiveness of Vaping Products Containing Flavours Only

Nicotine Concentration (%) by Perceived Addictiveness of Vaping Products that Contain Flavours Only				
	Very addictive n=52	Somewhat addictive n=84	Slightly addictive n=131	Not at all addictive n=96
None (0%)	9	9	17	24
<2%	41	32	27	16
2% +	50	59	57	61

Among people who vape that report mg/ml concentrations, just under two-fifths (38%) of people who vape daily use 20mg/ml or higher nicotine concentration. This number is slightly higher among those who vape weekly, whereby two-fifths (41%) use a concentration of 20mg/ml or higher. Less than a quarter of people who vape once a month or less use a concentration of 20mg/ml or higher.

Exhibit B36: Q20XQ13 – Nicotine Concentration (mg/ml) by Frequency of Vaping

Nicotine Concentration (mg/ml) by Frequency of Vaping				
	Daily n=151	Weekly n=202	2-3 Times per month n=66	Once a month or less n=75
None (0 mg/ml)	-	1	-	17
<20 mg/ml	62	59	68	59
20 mg/ml +	38	41	32	24

Of the people who vape that report % concentrations, an almost universal amount (94%) who vape daily use over 2% nicotine concentration. Two-thirds of those who vape weekly (68%) or 2-3 times a month (65%) use a nicotine concentration of 2% or higher. And a third of those who vape once a month or less use a nicotine concentration of 2% or higher.

Exhibit B37: Q20XQ13 – Nicotine Concentration (%) by Frequency of Vaping

Nicotine Concentration (%) by Frequency of Vaping				
	Daily n=58	Weekly n=120	2-3 Times per month n=48	Once a month or less n=42
None (0%)	2	-	-	29
<2%	4	31	36	37
2% +	94	68	65	34

When discussing flavours, people who vape by far prefer fruit flavours (30%), followed by mint/menthol (17%), or tobacco flavour (11%). Youth (41%) and young adults (41%) are more likely to prefer the fruit flavour than adults (26%). Of note, youth who solely vape are significantly more likely (49%) to prefer fruit flavours compared to youth dual users (28%). Further, youth dual users are 6 times as likely (6%) to prefer tobacco flavouring than youth who solely vape (1%).

Flavour preference varies by demographic group:

- Youth (41%) and young adults (41%) are significantly more likely to prefer fruit flavours than their older counterparts. While those aged 35-54 (15%) and those aged 55+ (23%) are significantly more likely to prefer the tobacco flavour than their younger counterparts.
- Two in five (40%) respondents with household incomes of less than \$20k preferred the fruit flavour, compared to a quarter (26%) of those in households earning at least \$100k. This group is more than twice as likely (26%) than those in households with incomes of less than \$20k (12%) to prefer the mint/menthol flavour.

Exhibit B38: Q26 – [If vapes] What is your preferred flavour to vape?

Preferred Flavours to Vape												
	All Respondents 15+			Youth 15-19			Young Adults 20-24			Adults 25+		
	Total n = 1232	Dual n = 631	Vapes n = 589	Total n = 523	Dual n = 204	Vapes n = 315	Total n = 138	Dual n = 57*	Vapes n = 81*	Total n = 571	Dual n = 370	Vapes n = 193
Fruit	30	26	37	41	28	49	41	35	46	26	24	29
Mint/menthol	17	17	16	16	20	14	19	22	17	16	16	17
Tobacco flavour	11	13	9	3	6	1	6	4	7	14	15	13
Candy/confectionary	7	7	8	12	13	11	7	5	8	7	6	8
Cannabis/marijuana flavour (simply a flavour, not THC)	4	4	3	3	5	2	2	6	-	5	4	5
Dessert	4	4	3	3	2	3	4	6	2	4	4	3
Coffee/tea	3	4	2	1	1	-	1	-	2	4	4	4
Candy floss	3	4	1	2	4	1	3	5	2	3	3	1
Floral/herbal	2	3	2	2	3	1	1	-	2	3	3	3
Flavourless/no flavour in descriptor	2	3	2	2	4	1	1	-	1	3	3	2
Cookies	2	2	1	1	3	-	3	2	4	2	2	-
Energy drinks	2	2	2	3	2	2	3	6	1	2	2	2
Soft drink flavour	2	2	1	2	1	2	1	2	1	2	3	1
Cereal	1	1	1	1	-	1	1	-	2	1	1	1
Alcohol flavour	1	1	1	1	1	1	1	1	2	1	1	-
Vanilla	1	1	-	1	-	1	-	-	-	1	1	-
Other (SPECIFY)	-	-	-	-	1	-	-	-	-	-	-	-
Prefer not to answer	1	1	-	1	3	-	-	-	-	1	1	-
Don't know	6	5	8	6	2	8	6	6	6	6	5	8

*Bear in mind the small sample sizes.

Almost two in five (38%) people who vape daily prefer fruit flavours, which is higher compared to those who vape at least once a week (34%), less than one per week (19%), once per month (27%), or people who vape less than once per month (22%). Mint/menthol flavouring was more popular among those who vape less than once a week, once per month, or less than once per month (19% for all), compared to those who vape daily (17%) or at least once per week (15%). Tobacco flavouring was twice as popular with people who vape daily (22%) as opposed to those who vape at least once a week (11%), less than once per week (9%), or once per month (10%). Of note, those who vape less frequently (less than once per month, or once a month) are much more likely (8% and 8%) to prefer cannabis flavouring compared to those who vape at least once a week (3%) or daily (1%).

Exhibit B39: Q26XQ13 – Preferred Flavour by Frequency of Vaping

Preferred Flavour by Frequency of Vaping					
	Daily n=218	At least once per week n=362	Less than once per week n=133	Once per month n=76*	Less than once per month n=73*
Fruit	38	34	19	27	22
Tobacco flavour	22	11	9	10	17
Mint/menthol	17	15	19	19	19
Candy/confectionary	6	9	10	10	5
Dessert	5	4	5	2	-
Coffee/tea	4	3	4	0	-
Flavourless/no flavour in descriptor	2	3	5	2	-
Cookies	2	3	1	-	2
Cannabis/marijuana flavour (simply a flavour, not THC)	1	3	8	8	2
Floral/herbal	1	2	8	2	-
Energy drinks	1	2	2	2	-
Cereal	1	1	2	-	-
Candy floss	-	3	4	-	2
Soft drink flavour	-	4	4	2	-
Alcohol flavour	-	2	-	2	2
Vanilla	-	1	1	-	-
Other (SPECIFY)	1	-	-	-	-
Prefer not to answer	-	-	-	3	5
Don't know	-	1	2	12	24

*Bear in mind the small sample sizes.

Respondents who perceived vaping products as mostly for recreational use are significantly more likely to prefer the fruit flavour (33%), and the mint/menthol flavour (19%), compared to those who felt vaping products are mostly something to help people stop smoking (27% and 17% respectively). However, those who saw vaping products as cessation tools are more than three times as likely to prefer the tobacco flavour compared to those who felt vaping products are mostly for recreational use (19% vs. 6%). Respondents who felt that vaping products are both for fun and to help people quit smoking are the most likely to prefer the fruit flavour (34%).

Exhibit B40: Q26XQ25 – Preferred Flavour by Perception of Product

Preferred Flavour by Perception of Product				
	Mostly recreational or for fun n=426	Mostly something to help people quit smoking n=237	Both n=456	Something else n=43*
Fruit	33	27	34	19
Tobacco flavour	6	19	13	3
Mint/menthol	19	17	16	10
Candy/confectionary	9	7	7	6
Dessert	2	4	5	7
Coffee/tea	4	3	3	-
Flavourless/no flavour	2	3	3	3
Cookies	2	4	2	-
Cannabis/marijuana flavour	5	3	4	10
Floral/herbal	3	2	2	3
Energy drinks	1	4	2	3
Cereal	1	1	1	-
Candy floss	4	1	3	7
Soft drink flavour	3	2	2	-
Alcohol flavour	1	1	-	-
Vanilla	-	1	1	-
Other (SPECIFY)	-	-	-	-
Prefer not to answer	1	1	-	3
Don't know	5	1	5	26

*Bear in mind the small sample sizes.

Qualitative Insights: Vaping Flavour Preferences

The availability of flavours seemed to play an important role in participants' choices to vape. Very few ever vape something flavourless, let alone doing so as a preference. For some, across all audiences, it was what attracted them to vaping. Indeed, some participants very much see vaping as a social behaviour and a treat. For many, if there were no flavours, they would not continue vaping. Those who rely on vaping as a cessation tool

tended to be most troubled by the notion of losing flavours as the flavours are what they rely on to vape more in the hopes of smoking fewer cigarettes. Some suggested they would likely go back to smoking cigarettes.

Most participants also tended to believe that the presence of nicotine in their vaping products was important – especially those who smoked in the past or currently smoke. For a few of those who smoke, there was a tendency to feel the experience of vaping was an imperfect, but sometimes adequate, attempt at replicating the sensations they get from smoking. A few talked about trying different “juices”, devices and settings to more closely replicate a particular throat sensation. That said, not all things appeared to be satisfactorily replicated. For example, most of those who had tried tobacco-flavoured vape products did not find the taste appealing; and, doing something different (i.e. vaping flavours) was part of their intention to quit smoking cigarettes. Those who chose to vape tobacco-flavoured products suggested they were trying to replace the motor functions of using their hands, while also seeking the physiological reaction that they get from the way nicotine is delivered by a cigarette.

For those who smoke or smoked, the relative convenience of vaping also tends to influence their behaviours. Smoking has been made particularly inconvenient, whereas vaping provides at least some opportunities that smoking does not. Some describe being able to vape all the time and everywhere, including discretely doing it in places where it is forbidden. In those cases, the lack of smell or cloud can enable one’s ability to vape without being discovered and without the obvious irritation that smoking quickly triggers.

In their own words:

“If there were no flavours, I wouldn’t bother vaping.”

“If there were no flavours, I’d cry.”

“The flavours help me vape instead of smoke. (If there were no flavours) I think I’d still try to vape instead of smoking all the time, but it would be harder.”

“I can vape in the house without bothering others.”

“Je ne peux pas imaginer de vapoter des cerises ou des pêches. Ça ne semble pas marcher pour moi. Soit pas de saveur ou le saveur de tabac. Je trouve que ça a bon goût.”

A third of respondents (30%) who have vaped have used nicotine salts before, however two in five (41%) have never heard of them. Use of nicotine salts in the past 30 days is higher among dual users than those who solely vape for youth (30% compared to 26%), young adults (24% compared to 21%) and adults (**24%** compared to **21%**).

There are a few differences between other demographic groups:

- Men are more likely than women to have used nicotine salts (**36%** vs. 23%), though neither gender held significant differences in terms of preference.
- Respondents living in BC are most likely to have used nicotine salts (**42%**); residents in Quebec were the least likely (22%).
- Respondent living in urban areas are more likely (**33%**) than those living in rural areas (19%) to have used nicotine salts before.
- Post-graduates are significantly more likely than all other respondents to have used nicotine salts before (**43%**), and also more likely to prefer nicotine salts compared to vaping with nicotine but not nicotine salts (**93%**).
- Indigenous respondents are also more likely than others to have used nicotine salts before (**52%**).

- Respondents below the provincial age (**37%**) are more likely than those of provincial age (30%) to have used nicotine salts before.

Exhibit B41: Q21 – [If has vaped] Nicotine salts are a form of nicotine used in some types of vaping liquids. Which of the following best reflects your experience with nicotine salts?

	Likelihood of Attempting to Quit Smoking using																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 1753	Smokes n = 202	Dual n = 631	Vapes n = 589	Non-Users n = 304	Total n = 684	Smokes n = 16*	Dual n = 204	Vapes n = 315	Non-Users n = 142	Total n = 182	Smokes n = 15*	Dual n = 57*	Vapes n = 81*	Non-Users n = 27*	Total n = 887	Smokes n = 171	Dual n = 370	Vapes n = 193	Non-Users n = 135
I have used them in the past 30 days	17	3	25	22	3	22	5	30	26	-	19	6	24	21	10	15	3	24	21	2
I have used them, but not in the past 30 days	14	14	15	13	11	17	31	21	15	14	14	27	13	14	11	13	13	15	11	11
I have heard of them, but never tried them	19	12	19	23	17	19	4	20	18	25	18	13	22	16	13	19	13	18	28	16
I have never heard of them	41	62	33	31	57	30	44	21	28	48	37	41	32	34	50	44	64	35	31	60
Prefer not to answer	1	2	1	1	2	-	-	-	-	-	-	-	-	-	2	2	1	1	1	2
Don't know	8	6	7	11	10	11	17	8	12	12	12	12	9	14	15	7	5	7	8	9

*Bear in mind the small sample sizes.

Of the respondents who have tried nicotine salts before, slightly more (34%) prefer them over vaping with nicotine but not nicotine salts (33%). Youth show the most preference for nicotine salts (43%) compared to young adults (30%) and adults (32%).

Exhibit B42: Q22 – [If has vaped and has used nicotine salts] Having tried nicotine salts, do you have a preference between vaping with nicotine salts, vaping with another form of nicotine or not vaping with nicotine?

	Likelihood of Attempting to Quit Smoking using																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 544	Smokes n = 37*	Dual n = 246	Vapes n = 203	Non-Users n = 47*	Total n = 235	Smokes n = 5*	Dual n = 87*	Vapes n = 116	Non-Users n = 24*	Total n = 60*	Smokes n = 5*	Dual n = 21*	Vapes n = 27*	Non-Users n = 6*	Total n = 249	Smokes n = 27*	Dual n = 138	Vapes n = 60*	Non-Users n = 17*
Prefer vaping with nicotine salts	34	24	40	36	2	43	56	44	45	13	30	26	57	20	-	32	23	37	38	-
Prefer vaping with nicotine but not using nicotine salts	33	30	35	31	35	29	14	41	23	10	31	19	24	44	16	35	33	35	30	47
Prefer not to vape with nicotine	14	12	11	14	32	11	-	4	14	38	25	37	16	24	49	12	7	12	11	24
Have no preference	13	16	10	12	23	11	30	10	12	9	10	-	3	5	35	14	19	11	15	23
It depends	3	9	2	2	-	1	-	1	1	-	-	-	-	-	-	3	11	3	3	-
Don't know	4	9	2	5	8	5	-	-	6	29	4	18	-	6	-	3	7	2	4	6

*Bear in mind the small sample sizes.

Qualitative Insights: Knowledge and Attitudes about Nicotine Salts

Nicotine salts were not commonly understood although some participants in some groups had heard the term before. Among those aware of nicotine salts, their understanding tended to be fairly limited. Often those aware of nicotine salts were those who use devices with pre-filled replaceable cartridges as they had heard that this was the type of nicotine in their devices. When asked whether anyone preferred nicotine salts, participants were hard pressed to provide an answer and volunteered that their understanding was that the effect had something to do with the absorption and potency of the nicotine.

Key Takeaways: Current and Past Behaviours

- One in five respondents (19%) have smoked cigarettes in the past 30 days, and an equal portion have smoked a cannabis cigarette or joint. Slightly fewer have used cannabis in other forms (17%).
- One in ten (9%) have vaped with nicotine, 6% have vaped with flavours only or vaping products that they were unsure of the nicotine content, and 7% have vaped with cannabis.
- Of respondents who have smoked cigarettes in the past 30 days, over half (53%) did so every day, and the majority have been smoking for over 10 years (56%).

- *Of the respondents who have vaped with nicotine in the past 30 days, a quarter (24%) did so every day, and the plurality (37%) have been vaping with nicotine for less than a year.*
- *Of respondents who have not smoked or vaped with nicotine in the past 30 days, two out of five (39%) have smoked in the past, and 8% have vaped with nicotine in the past.*
- *Of those who have tried to quit smoking, equal proportions (19% in each case) have tried vaping with nicotine or using a nicotine replacement therapy (e.g., nicotine gum, nicotine patch, nicotine inhaler, etc.). Slightly fewer (12%) indicated having tried vaping without nicotine. One in four (26%) said they tried other ways of quitting smoking.*
- *The biggest reason people who tried vaping with nicotine went back to cigarettes is because it is hard to quit (17%). However, another top reason was vaping not working/satisfying needs/not getting the same feeling (16%), or the effects of cigarettes i.e. stress reduce/relaxation (9%).*
- *When asked what method they would use to quit smoking in the future the majority opted for ways other than nicotine replacement therapies or vaping (63%), though roughly half (48%) said they would try a nicotine replacement therapy, and less than a third (30%) would try vaping with nicotine.*
- *In terms of vaping products, the most common device is the one with a tank that you refill with liquid; 70% of respondents have used this device before. The second most used is the device with pre-filled pods/cartridges (50%), followed by disposable devices (36%).*
- *The plurality of respondents who vape do so once per day (17%), however 13% vape more than 10 sessions per day.*
- *Over half of those who vape do so with 2% or higher nicotine concentration (58%), and a third (32%) do so with more than 20mg/ml nicotine concentration.*
- *Respondents who vape with higher concentrations of nicotine are more likely to feel that vaping products containing nicotine are less harmful.*
- *People who vape once a month or less are significantly more likely to find vaping products containing nicotine extremely harmful (20%) compared to those who vape daily (5%).*
- *Those who assessed themselves as very addicted (68%) are much more likely to use a nicotine concentration of over 2%, compared to those who self-assessed as not at all addicted (47%).*
- *Respondents who find vaping products containing nicotine less addictive are more likely to use higher concentrations of nicotine.*
- *The most popular flavour is fruit (30%) followed by mint/menthol (17%), and tobacco (11%).*
- *A third of respondents have used nicotine salts before (30%), and a fifth (19%) have heard of them but never used them.*
- *Of those who have used them opinions are split; 34% prefer nicotine salts, while 33% prefer vaping with nicotine but not nicotine salts.*

SECTION C: PSYCHOGRAPHIC PROFILE OF SURVEY SAMPLE

This chapter will briefly identify any significant differences and provide an overview of key psychographic differences that will be further examined in the segmentation of subsequent sections.

The vast majority (82%) agree that vaping products should be regulated the same way as tobacco products. People who solely vape however are the least enthusiastic about this notion. Among youth, those who solely vape (67%) are less in agreement than those who solely smoke (**85%**). Similarly, young adults who solely vape are less in agreement that vaping products should be regulated the same way as tobacco products (68%), compared to those who solely smoke (71%). Finally, this trend continues among adults, whereby those who solely vape are less in agreement (62%) than those who solely smoke (**82%**).

Respondents demonstrate that brand plays a very important role in the purchasing of products for many. The influence of brand is important to more respondents when purchasing food, cosmetics and medication products than it is when purchasing clothing or shoes. In terms of food/cosmetic/medication products one in two respondents (49%) totally agree or agree that when they buy a product the brand is important to them, and an almost equal amount (48%) are willing to pay more for brand-name products. Young adults skewed slightly higher for both these questions with 55% saying that brand is important, and 55% saying they would pay more for brand-name. Youth are also slightly more inclined to find a product's brand important (53%) and pay more for brand-name (54%) compared to adults (48% and 47% respectively). Whereas, when discussing clothing products two in five (42%) would be willing to pay more for brand-name, and 39% feel brand is important to them. Again, these results are higher among young adults (55% and 50%) and youth (55% and 55%) compared to adults (40% and 37%).

In terms of social acceptability, cannabis is viewed as the most socially acceptable (43%), followed by vaping (32%) and smoking regular cigarettes (20%). Young adults are most likely to view cannabis (55%), vaping (50%), and smoking (32%), as socially acceptable. Among youth, vaping (47%) was seen as slightly more socially acceptable than cannabis (46%), however cigarettes remained by far the least socially acceptable (25%). Two in five adults totally agreed or agreed that cannabis was socially acceptable which is much higher than the amount of people who said the same about vaping (29%) or smoking (19%).

Exhibit C1: Q41 – 48 - *To what extent do you agree or disagree with the following statements [Top 2 Box: Totally agree/Agree]*

	Summary Attitudinal Statements																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Vaping products should be regulated the same way as tobacco products**	82	81	76	65	84	74	85	69	67	78	79	71	75	68	84	82	82	78	62	85
When I buy a product, such as food, cosmetics, or medication, the brand is very important to me	49	44	64	64	48	53	61	63	63	49	55	40	64	66	54	48	44	65	64	47
I am willing to pay more for brand-name products when it comes to food, cosmetics, or medication	48	46	68	62	47	54	54	65	60	52	55	39	69	61	53	47	46	68	62	46
Using cannabis is socially acceptable	43	50	67	64	39	46	79	61	66	38	55	63	74	65	50	42	48	67	63	38
I am willing to pay more for brand-name products when it comes to something I wear or for my home	42	38	60	60	41	55	65	66	66	52	55	55	59	60	53	40	37	60	58	39
When I buy a product to wear (i.e. clothes or shoes) or for my home, the brand is very important to me	39	35	61	60	36	55	61	69	68	50	50	40	62	62	48	37	34	59	56	35
Vaping is socially acceptable	32	37	67	67	26	47	66	73	76	36	50	43	73	75	44	29	37	65	60	24
Smoking regular cigarettes is socially acceptable	20	32	47	35	15	25	51	42	35	20	32	40	66	44	23	19	31	44	32	14
Vaping products should not be regulated the same way as tobacco products**	21	22	49	47	17	27	34	48	42	20	24	12	39	45	19	21	23	50	49	16

*Bear in mind the small sample sizes.

** Sample sizes vary.

Qualitative Insights: Societal Views of Vaping

In terms of how society views people who vape, opinions varied. Some felt that those who vape experience the same stigma as those who smoke cigarettes. These participants spoke of vaping in secret, vaping outside, blowing smoke in different directions, not vaping in front of children, etc. as ways they altered their behaviour to fit societal norms around smoking. Others felt that there was less stigma associated with vaping in the sense that vaping was not seen as dirty, that it seems to be cleaner, modern and cool. Incidentally, some felt that these views were differentiated by age suggesting that older people seemed to have more negative, judgemental views of vaping; while, younger people were more accepting.

In their own words:

“When smoking in a car, I hide it. I have a car seat and feel people would judge me. I, too, judge smokers. But people are not as judgemental about vaping.”

“It’s seen as the same as smoking. You see signs that say no smoking or vaping all the time. It makes people treat people who vape the same.”

The plurality of respondents (44%) feel that they will personally be about the same in five years as they are right now, slightly fewer (38%) feel they will be better off, and 13% feel they will be worse off. Interestingly young adults proved the most optimistic about their future, with 67% saying they will be better off, compared to 58% of youth, and 34% of adults.

Exhibit C2: Q49 - Do you expect that five years from now you will personally be better off, worse off or about as well off as you are now?

	Personal Outlook																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Much better off	11	10	17	21	11	20	20	24	26	18	24	23	21	29	24	10	9	15	16	9
Better off	27	27	29	32	26	38	29	29	34	41	43	45	40	33	45	24	26	27	31	23
About the same	44	44	39	32	45	26	37	26	24	27	23	25	25	23	47	45	42	38	48	
Worse off	10	10	7	8	10	5	12	8	7	4	3	7	5	6	1	11	10	7	10	12
Much worse off	3	3	4	2	3	2	-	4	2	1	2	-	7	1	2	3	3	4	2	3
Prefer not to answer	1	-	-	1	1	1	-	1	2	1	1	-	-	-	1	-	-	1	1	
Don't know	5	5	5	4	5	8	3	8	6	8	4	-	2	7	4	5	5	4	2	5

*Bear in mind the small sample sizes.

Participants appear to be more optimistic about their satisfaction with life right now, than the likelihood of their well-being improving. Two-thirds (67%) feel they are very or somewhat satisfied with their lives right now. Interestingly, in this instance it is the adults who are most satisfied with their lives (67%) compared to young adults (60%), and youth (68%).

Exhibit C3: Q50 - *How satisfied would you say you are with your life right now?*

	Life Satisfaction																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Very satisfied	25	16	23	16	27	24	20	24	19	25	19	14	15	16	21	25	16	24	16	27
Somewhat satisfied	42	39	34	45	43	44	43	30	46	46	42	33	42	47	43	42	39	33	44	43
Neither satisfied nor dissatisfied	14	18	17	18	12	14	17	19	13	13	16	22	14	16	15	13	18	17	22	12
Somewhat dissatisfied	13	19	16	14	12	10	11	19	14	9	15	20	22	17	12	13	19	15	12	12
Very dissatisfied	5	7	7	5	5	5	9	5	5	4	5	12	5	2	5	5	6	7	5	5
Prefer not to answer	1	1	1	-	1	1	-	1	-	1	1	-	-	-	1	1	1	1	-	1
Don't know	1	1	2	1	1	2	1	2	2	2	3	-	2	2	3	1	1	2	1	1

*Bear in mind the small sample sizes.

A fifth of adults (21%) feel there are financially secure, not surprisingly this is much greater than the amount of youth (14%) and young adults (11%) who feel they are financially secure. However, regardless of age, the plurality feel that they are just getting by, with no savings (32% among youth; 40% among young adults; and, 34% among adults).

Exhibit C4: Q51 – [Asked only of those 18 and older] Thinking about the cost of living and your personal financial situation, are you currently...?

	Personal Financial Situation																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 6449	Smokes n = 745	Dual n = 487	Vapes n = 410	Non-Users n = 4694	Total n = 689	Smokes n = 18*	Dual n = 60*	Vapes n = 136	Non-Users n = 459	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Financially secure	20	11	17	13	23	14	-	16	9	16	11	6	12	9	11	21	11	17	15	24
Getting ahead, with some savings	32	27	27	35	34	31	31	26	28	33	32	23	32	29	34	33	27	27	39	34
Just getting by, with no savings	35	47	36	39	32	32	35	35	46	28	40	49	39	50	38	34	47	36	34	32
Falling behind on your monthly expenses	9	13	16	9	7	9	30	12	8	7	10	19	13	10	9	8	13	17	9	7
Prefer not to answer	3	2	2	2	3	7	4	2	5	8	3	3	-	-	3	3	1	3	1	3
Don't know	2	1	2	2	2	6	-	8	4	7	5	-	3	2	6	1	1	1	2	1

*Bear in mind the small sample sizes.

In terms of personality attributes there are some interesting differences between the different age categories. For youth, the most popular attributes are responsible (58%), caring (55%), and loyal (55%). Whereas, young adults opted for open minded (60%), responsible (59%), and caring (56%). Finally, adults most often felt that personality traits that described them included responsible (68%), reliable (65%), and open-minded (59%).

Exhibit C5: Q52 - From the list below, which adjectives do you think apply to you?

	Personal Attributes																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Responsible	66	65	43	49	71	58	53	43	52	62	59	62	48	49	63	68	65	42	48	72
Reliable	63	63	43	44	67	51	50	39	49	53	50	39	36	49	55	65	64	45	41	69
Open-minded	58	62	47	53	60	54	50	46	51	56	60	67	42	59	63	59	62	47	52	60
Loyal	58	59	43	48	61	55	45	40	56	58	55	56	67	50	55	59	59	40	44	61
Caring	57	57	43	51	59	55	48	46	55	57	56	47	43	54	60	57	58	42	49	59
Understanding	55	58	43	50	57	52	58	39	52	54	55	56	46	55	58	56	58	43	46	57
Independent	53	54	40	45	55	49	52	39	52	50	45	33	44	38	49	54	55	39	46	56
Fair	49	53	37	35	51	40	21	28	40	43	37	51	35	29	38	51	54	38	35	53
Resourceful	47	48	33	37	49	37	28	29	36	40	38	35	29	33	41	49	49	35	40	51
Happy	45	42	31	38	47	47	44	31	50	49	43	48	35	42	44	45	42	31	32	47
Curious	44	44	35	45	45	46	47	28	47	48	48	51	44	55	49	44	43	34	40	45
Dedicated	43	41	28	32	46	38	29	27	33	41	38	32	35	38	40	44	41	27	29	47
Cautious	43	43	30	31	45	38	27	24	33	42	42	42	24	33	47	43	43	32	30	45
Funny	43	48	41	48	42	50	39	47	56	50	47	56	46	49	47	42	48	40	45	41
Tolerant	41	46	28	29	43	32	28	26	27	35	33	41	28	23	35	42	46	29	33	44
Determined	40	40	32	34	42	42	36	35	36	45	40	27	37	38	43	40	40	31	32	42
Wise	37	38	29	29	38	33	20	22	30	36	33	30	33	24	36	37	38	29	30	38
Forgiving	36	37	29	30	37	35	46	24	37	36	35	35	43	32	36	36	37	28	27	37
Strong	36	39	32	38	36	36	41	34	39	35	39	45	37	43	39	36	39	31	36	36
Devoted	36	38	23	25	38	27	26	18	23	29	28	21	24	22	31	37	39	23	27	39
Social	35	37	30	37	36	41	33	36	53	39	34	39	37	45	31	35	37	28	28	36
Resilient	35	36	24	28	37	26	25	24	26	28	31	32	25	27	33	36	36	24	29	38
Fun-loving	35	38	30	35	35	41	34	38	46	41	33	20	37	36	34	35	39	28	31	35
Content	35	32	20	25	38	30	26	17	30	32	30	29	28	27	31	36	32	19	22	39
Humble	34	36	27	30	35	34	32	25	33	35	37	32	39	30	38	34	36	26	29	35
Traditional	32	31	23	20	34	18	15	15	13	20	15	9	23	11	15	35	32	24	27	37
Stressed	32	38	34	40	30	43	34	39	46	43	51	72	51	47	50	29	36	30	35	27
Concerned	31	33	23	26	32	28	39	20	29	29	29	31	27	18	32	31	33	23	28	32
Anxious	29	34	31	37	27	37	44	32	44	36	43	71	41	37	43	27	32	29	34	25

Driven	26	25	23	23	26	33	29	23	33	35	33	33	35	24	36	25	25	21	19	25
Courageous	26	30	26	26	25	26	26	26	26	26	24	12	30	32	21	26	31	25	24	26
Leader	25	26	24	24	26	29	26	29	33	28	29	19	34	29	29	25	27	21	19	25
Conservative	25	26	16	16	27	16	13	11	15	17	13	8	15	8	15	27	27	17	20	29
Tough	24	28	26	24	23	24	29	32	29	21	25	31	29	25	24	24	28	25	21	23
Modern	20	18	23	28	20	27	25	24	32	27	25	29	22	24	26	19	17	22	28	19
Moody	17	23	25	24	16	26	19	30	30	24	24	35	34	29	21	16	22	23	19	15
Depressed	15	23	20	19	13	20	27	27	23	18	21	35	25	17	21	14	23	19	19	13
Experimental	15	18	23	22	14	21	22	24	28	19	18	24	24	24	15	14	17	23	19	13
Obedient	15	12	10	13	16	24	13	12	16	28	21	23	10	20	23	14	11	9	9	14
Lazy	14	14	18	23	13	30	19	30	34	29	27	32	28	32	26	12	13	15	15	11
Excitable	14	15	18	16	13	21	30	20	22	21	19	17	31	19	17	13	15	16	13	13
Fashionable	13	12	16	22	12	26	25	24	35	23	16	8	26	24	13	11	12	14	15	11
Bubbly	12	13	11	16	11	17	11	15	23	16	17	17	15	25	16	11	13	10	11	11
Trendy	9	8	13	17	9	18	17	22	28	15	14	16	19	25	10	8	7	11	9	8
Follower	7	5	9	9	6	12	16	9	19	11	11	15	15	10	10	6	5	9	5	6
Neurotic	4	5	9	7	4	4	9	6	6	4	8	6	10	11	7	4	5	9	6	4
Hedonistic	3	4	5	6	3	2	2	4	4	1	6	5	7	8	5	3	4	5	7	3
None of the above	1	1	2	1	1	1	-	2	1	1	2	-	2	-	2	1	1	2	1	1

*Bear in mind the small sample sizes.

Regardless of age, the most important character traits identified by respondents are being of good character (49%), being compassionate (41%), and being loyal (40%). The least popular character traits include being of service to one’s community (11%), being adventurous (10%), and tackling important challenges (10%).

Exhibit C6: Q53 - Below is a list of values or character traits that may be important to some people and unimportant to others. Please pick up to five that are most important to you personally.

	Important Character Traits																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Being of good character	49	50	35	40	51	41	42	29	33	44	44	43	34	43	47	50	51	36	41	52
Being compassionate	41	43	28	33	43	31	30	26	27	34	34	29	23	40	37	43	44	29	33	45
Being loyal	40	46	32	36	40	37	31	38	40	36	38	61	37	34	37	40	45	30	35	41
Thinking independently, for oneself	36	35	26	30	39	33	32	21	29	36	37	36	35	23	40	37	35	26	32	39
Being tolerant of others	34	34	21	23	36	24	18	16	23	26	21	29	19	17	21	36	34	22	26	38
Continuous learning and self-development	28	26	23	27	30	29	30	21	25	31	35	20	28	33	39	28	26	22	26	29
Freedom to choose one’s path	26	29	24	25	26	31	36	26	31	32	27	31	22	25	27	26	28	24	23	26
Being proud to be Canadian	25	28	21	17	26	17	14	12	20	17	13	20	15	15	13	27	29	24	16	27
Being successful	23	25	25	32	22	39	37	37	42	39	34	38	34	40	33	20	24	22	25	19
Being determined or perseverant	22	21	17	19	24	26	23	23	20	28	24	15	20	20	27	22	22	16	18	23
Making a difference	20	18	19	19	20	23	25	21	24	23	27	23	27	25	28	19	18	18	15	20
Being fun-loving	20	22	21	24	19	25	23	25	30	23	22	32	28	20	20	19	21	20	23	18
Being creative	17	16	22	19	17	21	25	22	22	20	21	26	19	14	22	17	16	22	19	16
Being curious	16	13	14	16	16	14	10	18	15	14	18	7	13	16	19	16	13	14	18	16
Respecting tradition	14	16	12	10	14	10	9	9	12	10	7	4	8	9	6	15	17	12	10	15
Being spiritual	13	13	15	10	13	11	20	17	7	11	7	4	5	7	7	14	14	16	12	14
Being of service to one’s community	11	8	9	8	13	9	6	10	5	10	9	11	5	10	10	12	8	10	8	13
Being adventurous	10	10	16	17	9	16	21	24	19	14	16	17	10	22	16	9	10	16	15	8
Tackling important challenges	10	9	11	11	10	11	11	9	12	11	13	12	12	16	14	9	9	11	9	9

*Bear in mind the small sample sizes.

When thinking about life achievements responses varied slightly depending on the age category, which is to be expected as these individuals are at different stages in life. For youth, top 4 life achievements are to have a family (27%), to have money/financial stability (26%), and to be happy (22%), and to have a career (22%). Young adults are more likely to place an importance on money/financial stability as their top life achievement (37%), followed by having a family (25%), and to be happy (21%). Results differed for adults, whereby their most popular achievements are health/healthy lifestyle (30%), money (26%), and happiness (25%).

Exhibit C7: Q54 - *What are up to three things you most want to achieve in life?*

	Life Achievements																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Health/ be healthy/ healthy lifestyle	27	29	22	19	28	8	8	8	6	9	7	8	9	6	7	30	30	26	29	31
Money/ financial security/ wealth	27	32	35	32	25	26	25	30	31	25	37	45	50	40	32	26	31	34	30	24
Happiness/ be happy	25	23	21	22	26	22	17	18	20	24	21	20	24	17	22	25	23	21	24	26
Travel/ travel the world/ travel more	18	19	15	16	19	16	12	14	16	16	17	11	10	17	18	19	19	15	16	19
To have a family /to take care of my family	14	11	13	16	14	27	18	29	25	27	25	24	21	26	25	12	11	10	8	13
Own a house/property	10	14	13	13	8	12	11	13	14	11	19	23	15	20	19	9	14	13	10	7
Love/ find love/ be loved/ be in a relationship	9	9	11	8	9	12	23	11	12	11	10	11	3	4	12	9	8	12	8	9
Have/raise children	9	9	9	8	9	7	11	6	10	6	9	10	8	8	10	9	9	9	7	10
Independent/ financial independence	8	9	5	5	8	3	6	1	3	3	4	7	8	1	4	8	10	6	7	9
a career/ a good/stable job	8	7	9	12	7	22	19	21	21	22	16	24	11	16	16	6	6	7	6	5
Contribute to society/to community/ help others	7	6	5	5	8	5	2	4	2	6	6	-	-	9	7	8	6	6	4	8
Success/ be successful	7	5	10	12	7	11	15	11	13	11	12	9	8	17	11	6	5	10	10	6
Retirement	5	5	3	3	5	-	-	-	-	-	1	-	3	-	1	5	5	4	5	5
Peace/ peace of mind	4	4	5	3	4	2	6	3	1	2	2	4	1	4	1	5	4	5	4	5
academic success/ complete my education	4	4	5	5	4	19	21	24	15	19	11	8	9	3	14	2	3	2	2	2
Debt/mortgage free	4	5	2	1	4	1	-	-	-	1	1	3	1	-	2	4	5	2	2	4
Other**	65	70	69	78	78	78	87	71	79	76	75	68	81	84	74	77	70	67	75	79
Don't Know/Prefer not to answer	3	2	6	3	2	2	-	5	2	2	2	5	3	2	1	3	2	6	5	2

*Bear in mind the small sample sizes.

**Respondents were allowed to input 3 responses which accounts for the large numbers in the 'Other' category, only responses greater than 3% were reported on.

For youth and young adults, the most important life goals are having good friends (67% and 69%), being financially secure (71% and 75%), and having a good work/life balance (64% and 69%). Adults held similar priorities with the exception of having a good work/life balance (50%) which falls to fourth highest behind helping others (52%).

Exhibit C8: Q55 - *There are many different types of goals people might have for their life. For each of the following, please indicate which, if any, are personal goals of yours.*

	Life Goals																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Having good friends	63	61	45	57	66	67	56	54	64	71	69	73	63	64	71	62	60	42	52	65
Being financially successful	58	59	58	63	58	71	65	59	73	73	75	79	71	69	78	56	58	55	57	55
Having a good work/life balance	52	49	43	54	54	64	48	51	65	68	69	66	56	68	74	50	48	40	45	51
Helping others	52	49	40	46	54	52	42	48	49	54	53	44	47	59	55	52	50	38	40	54
Owning a home	42	40	43	49	42	60	52	48	64	61	64	62	64	64	65	39	39	40	37	39
Being proud of your job or career	39	34	36	47	40	63	57	49	60	67	67	59	57	65	72	34	33	32	36	35
Getting married or having a life partner	35	31	34	44	35	55	62	43	61	56	61	67	46	56	66	31	28	31	32	31
Being a parent	34	27	31	37	35	46	56	39	46	46	47	35	43	52	49	31	27	28	28	33
Having a full-time, steady job	31	29	35	39	31	56	42	50	55	58	58	58	46	46	64	27	27	32	30	26
Being liked	30	29	23	33	31	37	26	32	42	38	38	55	28	31	41	29	28	21	30	29
Being engaged in your community	22	17	21	18	23	24	28	24	19	26	27	20	28	20	29	21	16	19	17	22
Having a clear career path	17	14	24	29	17	42	29	32	39	44	40	21	39	40	42	14	14	21	20	13
Being recognized (by your community or your peers)	15	13	15	19	15	22	11	20	23	23	23	24	26	31	21	13	12	12	13	14
Being famous	3	3	7	7	2	10	11	11	11	9	8	10	13	8	7	2	3	6	5	2
None of the above	3	4	3	2	3	1	2	3	2	1	1	4	-	-	1	4	4	3	2	4

*Bear in mind the small sample sizes.

Hobbies is perhaps the instance where responses differ the most between age categories. Youth much prefer movies or shows (59%), music (59%) and social media (55%). Young adults closely resembled youth as their most popular hobbies are movies or shows (57%), music (55%), and social media (55%). However, for adults, the most popular hobbies are reading (54%), movies or shows (52%), and travelling (51%).

Exhibit C9: Q56 - *What kinds of things do you enjoy doing in your spare time?*

	Hobbies																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 7773	Smokes n = 775	Dual n = 631	Vapes n = 589	Non-Users n = 5642	Total n = 2013	Smokes n = 48*	Dual n = 204	Vapes n = 315	Non-Users n = 1407	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Movies or shows	52	53	46	50	54	59	55	52	55	62	57	66	55	44	61	52	53	43	50	52
Reading	52	50	37	37	56	38	47	31	28	42	42	47	22	46	44	54	50	40	37	58
Traveling	50	44	38	40	53	37	24	32	37	39	44	40	38	33	48	51	45	39	44	54
Getting together with people	45	43	36	39	46	46	36	37	50	47	49	47	37	47	53	44	43	36	32	46
Music	44	47	41	50	44	59	60	57	60	59	55	54	56	47	58	42	47	37	47	42
Cooking	41	42	38	40	41	31	35	25	31	32	43	41	34	42	46	41	42	40	43	41
Exercising/Working out/Being active	37	28	26	41	40	40	48	34	45	40	42	32	32	44	45	36	28	24	38	39
Learning	37	37	32	32	38	29	34	24	22	31	36	36	32	40	37	38	37	33	33	39
Hobbies (e.g., a craft, collecting something)	32	33	27	32	33	29	31	23	24	31	35	23	31	32	38	33	33	27	35	33
Social media	31	29	34	43	31	55	43	52	59	56	55	54	53	57	56	27	27	28	32	27
Shopping	27	26	27	39	27	36	47	33	43	36	39	37	30	50	39	25	26	26	33	25
Watching sports	24	25	21	22	25	23	28	26	25	22	21	28	13	17	23	25	25	22	23	25
Conversing	23	25	23	27	23	24	15	25	27	25	27	36	33	33	24	23	24	21	25	23
Gaming	22	23	29	31	20	43	41	45	46	42	40	46	32	37	42	18	22	27	22	17
Volunteering	21	17	15	15	22	19	14	13	10	22	19	6	15	17	22	21	17	16	17	22
Playing sports	19	15	20	25	19	35	23	38	37	35	26	22	25	32	25	17	14	17	17	18
Drinking	17	24	26	26	15	15	14	31	29	10	25	42	41	33	20	16	23	23	22	14
Texting	15	14	22	26	14	38	32	37	45	37	32	38	24	38	33	12	13	20	13	11
Writing	13	12	15	13	13	16	31	17	12	17	17	32	12	19	17	12	11	16	11	13
Cycling	11	8	13	9	12	10	15	15	7	10	9	8	13	10	8	11	8	12	9	12
Visual arts	10	8	11	14	10	15	17	12	15	16	14	17	18	14	12	9	8	10	13	9
Hunting and/or fishing	9	13	12	8	8	8	11	11	8	7	8	3	18	6	7	10	14	11	9	9
Performing	4	5	6	6	4	9	5	12	7	9	6	3	6	6	7	4	5	5	5	3
Gardening	1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-	-	1
Other (SPECIFY)	4	3	3	1	4	3	4	1	1	3	1	7	4	1	0	4	3	3	1	5
None of the above	1	1	1	1	-	-	2	2	-	-	1	-	-	-	-	1	1	1	1	-
Don't know/Prefer not to say	1	-	-	-	1	1	-	1	1	1	-	-	-	-	-	1	-	-	-	1

*Bear in mind the small sample sizes.

Three-quarters of respondents follow the news at least somewhat closely, this number grows to 76% among adults, however it shrinks to 59% among young adults, and further down to 53% among youth.

Exhibit C10: Q57 - *How closely do you follow news about current events?*

	Following of Current Events																			
	All Respondents 15+					Youth 15-19					Young Adults 20-24					Adults 25+				
	Total n = 6449	Smokes n = 745	Dual n = 487	Vapes n = 410	Non-Users n = 4694	Total n = 689	Smokes n = 18*	Dual n = 60*	Vapes n = 136	Non-Users n = 459	Total n = 466	Smokes n = 33*	Dual n = 57*	Vapes n = 81*	Non-Users n = 283	Total n = 5294	Smokes n = 694	Dual n = 370	Vapes n = 193	Non-Users n = 3952
Very closely	24	21	25	20	25	10	16	15	13	9	13	9	14	17	13	26	22	28	24	27
Somewhat closely	49	49	49	47	50	43	37	51	36	44	46	41	56	53	44	50	50	48	50	50
Not very closely	22	23	20	26	21	37	35	26	41	38	33	40	28	23	36	20	22	18	21	19
Not at all	4	6	5	6	4	8	11	5	9	8	6	10	2	5	6	4	6	5	5	3
Don't know /Prefer not to answer	1	1	1	1	-	2	1	3	1	2	1	-	-	2	1	-	1	1	-	-

*Bear in mind the small sample sizes.

Key Takeaways: Psychographic Profile of Survey Sample

- With regards to social acceptability, cannabis is viewed as the most socially acceptable (43%), followed by vaping (32%) and smoking regular cigarettes (20%).
- The majority of respondents (82%) agree that vaping products should be regulated the same way as tobacco products.
- The influence of brand is more important to more respondents when purchasing food, cosmetics and medication products than when purchasing clothing or shoes.
- In terms of food/cosmetic/medication products half of respondents (49%) totally agree or agree that when they buy a product the brand is important to them, and an almost equal amount (48%) are willing to pay more for brand-name products.
- Whereas, when discussing clothing products two in five (42%) would be willing to pay more for brand-name, and 39% feel brand is important to them.
- The plurality of respondents (44%) feel that they will personally be about the same in five years as they are right now, slightly fewer (38%) feel they will be better off, and 13% feel they will be worse off than they are now.
- Participants appear to be more optimistic about their satisfaction with life right now, than the likelihood of their well-being improving. Two-thirds (67%) feel they are very or somewhat satisfied with their lives right now.
- Only one in five respondents currently feels financially secure (20%), the plurality (35%) feel they are just getting by, with no savings.

- *The most common personality attributes among participants are responsible (66%), reliable (63%), and open-minded (58%). Least common attributes are follower (7%), neurotic (4%), and hedonistic (3%).*
- *The most important character traits identified by respondents are being of good character (49%), being compassionate (41%), and being loyal (40%).*
- *When thinking about life achievements an equal portion (27%) aspire towards good health/healthy lifestyle and money/financial security. Slightly fewer (25%) aspire to be happy or find happiness.*
- *As for life goals, having good friends is at the top of the list for respondents (63%), followed by being financially secure (58%), and having a good work/life balance (52%).*
- *Finally, the most popular hobbies include movies or shows (52%), reading (52%), traveling (50%), and getting together with people (45%).*
- *When asked how closely respondents follow news about current events a quarter reported (24%) following very closely, while half feel they follow somewhat closely (49%).*

SECTION D: PSYCHOGRAPHIC INDEXING OF NICOTINE BEHAVIOURS

This chapter provides findings that shed light on what psychographic characteristics tend to be more or less prevalent among each of the target audiences analyzed. For ease of analysis, the tables below present only an index calculation, but appended to this report are more detailed statistics to understand each table. The results presented relate to the total percentage of respondents who belong to a particular target audience and compares the percentage among those of one psychographic characteristic or another. The appendix provides these percentages and also provides an unweighted “n” of the respondents represented by that percentage. This is not the “n” of all people with that characteristic, but strictly the “n” represented by the percentage. The final column in the appended tables shows an index to highlight the relative prevalence of the target audience in question by each psychographic characteristic. The index is calculated against the total proportion of the sample who belong to the target audience in question.

For example, a total of 12% of all respondents say they smoke but do not indicate vaping (either they specifically indicate they do not vape or they did not answer whether they vaped in the past 30 days), comprised of an unweighted sample of 789 respondents. In the psychographic index table, we find that those who feel they are financially behind are more likely to say they only smoke. Among people who feel this way, 19% (unweighted n=100) say they only smoke. This proportion of 19% compared to the overall sample average of 12% produces an index score of 159 (because the proportion is 159% of the national average). Put another way, people who feel financially behind are 1.59 times as likely to say they only smoke, compared to the national average.

Similarly, among those who identified “being of service to one’s community” as among up to five values of importance to them, only 9% (unweighted n=66) indicate only smoking. As a result, the index score for this psychographic characteristics is 73.

The tables below present only the index results among each of 16 target audiences. As mentioned above, the appendix provides the full statistical detail described above. The 16 target audiences summarized with index scores are:

- Respondents 15+ who smoke only
- Respondents 15+ who are dual users
- Respondents 15+ who vape only
- Respondents 15+ who do neither
- Respondents 15-19 who smoke only
- Respondents 15-19 who are dual users
- Respondents 15-19 who vape only
- Respondents 15-19 who do neither
- Respondents 20-24 who smoke only
- Respondents 20-24 who are dual users
- Respondents 20-24 who vape only

- Respondents 20-24 who do neither
- Respondents 25+ who smoke only
- Respondents 25+ who are dual users
- Respondents 25+ who vape only
- Respondents 25+ who do neither

There are some characteristics that tend to more consistently show a difference in terms of these target behavioural segments. Many of the index score tendencies are common across all three are groups, suggesting they tend to be more related to behaviour than age.

Those with index higher index score for only smoking include:

- Those not satisfied with their life, feel like they are not making progress financially and describe themselves as depressed are more likely to be people who only smoke;
- Those who value loyalty and respect tradition;
- Those who choose not to identify a life goal; and
- Those who identify hunting/fishing and drinking as things they like to do.

Those with index higher index score for being a dual user include:

- Those not satisfied with their life, feel like they are falling behind financially, and those who have an optimistic outlook;
- People describe themselves as being fashionable, trendy, hedonistic, experimental, depressed, excitable, lazy, moody, neurotic and a follower;
- People who value being adventurous or creative;
- Those who want to be famous and want to have a clear career path; and
- Those who identify drinking, texting, performing, gaming, and hunting/fishing as thing they like to do.

Those with index higher index score for vaping only include:

- Those who have an optimistic outlook and are neither satisfied nor dissatisfied with their life;
- Those who pay little or no attention to current events;
- People describe themselves as being hedonistic, trendy, fashionable, lazy, experimental, neurotic, bubbly, moody, modern, anxious, stressed, depressed and a follower;
- Those who value being adventurous and successful;
- Those who want to be famous, want to have a clear career path, who want peer recognition, want a full-time steady job and want to get married or have a life partner; and
- Those who identify texting, drinking, shopping, gaming visual arts, social media, performing and playing sports as things they like to do.

Exhibit D1: Segmentation Analysis Index Scores (Proportion of column segment picking an answer compared to the incidence among the total sample)

Segmentation Analysis Index Scores (Proportion of column segment picking an answer compared to the incidence among the total sample)																	
		All Respondents 15+				Youth 15-19				Young Adults 20-24				Adults 25+			
		Smoke only n = 789	Dual n = 631	Vape only n = 601	Neither n = 5752	Smoke only n = 49	Dual n = 204	Vape only n = 319	Neither n = 1441	Smoke only n = 34	Dual n = 57	Vape only n = 81	Neither n = 294	Smoke only n = 706	Dual n = 370	Vape only n = 201	Neither n = 4017
Total	Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Personal Outlook	Worse	106	90	77	102	175	182	134	77	153	264	145	59	99	81	81	103
	Same	102	88	74	103	145	99	92	101	116	107	107	96	97	90	82	102
	Better	96	119	138	96	82	92	103	101	99	91	92	103	104	124	137	96
Life Satisfaction	Dissatisfied	142	130	101	90	128	159	125	84	155	137	102	88	140	126	95	91
	Neither	130	124	136	90	123	140	94	95	131	90	99	98	131	127	162	89
	Satisfied	83	86	92	105	92	80	96	104	81	94	103	103	83	86	88	105
Financial Progress	Behind	159	185	105	82	356	146	124	78	190	134	97	85	151	199	117	82
	Managing	140	103	103	93	112	114	172	80	120	98	126	93	137	105	96	93
	Gaining	73	82	84	107	71	98	103	101	71	103	88	105	70	82	100	107
Follow Current Events	Very closely	89	106	83	102	150	143	133	84	90	108	127	94	84	109	91	102
	Somewhat closely	99	100	96	100	89	119	83	102	87	121	115	95	99	96	99	101
	Not very/Not at all closely	111	94	123	97	100	70	111	102	123	76	72	107	118	98	114	96
Personal Adjectives	Happy	94	70	84	105	97	66	106	104	115	81	98	102	94	69	69	105
	Resilient	101	68	78	104	91	92	97	102	103	81	89	105	99	66	77	104
	Curious	99	79	101	102	105	61	104	105	103	92	113	98	99	79	92	102
	Stressed	119	107	126	95	78	92	108	100	137	101	93	97	124	105	118	95
	Fashionable	95	129	169	93	102	95	137	92	52	165	154	84	106	123	128	96
	Open-minded	106	80	90	102	92	85	95	104	110	71	99	104	105	81	87	101
	Modern	88	112	136	98	98	89	115	98	114	91	98	100	89	116	141	99
	Anxious	118	109	130	94	116	87	118	97	161	94	86	97	119	111	130	94
	Experimental	116	152	143	90	100	113	131	90	133	135	137	83	119	158	125	91
	Social	103	84	106	101	83	89	129	95	110	108	132	91	104	79	80	102
Conservative	102	63	64	106	81	68	93	107	56	113	59	111	99	62	73	105	
Segmentation Analysis Index Scores (Proportion of column segment picking an answer compared to the incidence among the total sample)																	
		All Respondents 15+				Youth 15-19				Young Adults 20-24				Adults 25+			

Total	Total	Smoke only n = 789	Dual n = 631	Vape only n = 601	Neither n = 5752	Smoke only n = 49	Dual n = 204	Vape only n = 319	Neither n = 1441	Smoke only n = 34	Dual n = 57	Vape only n = 81	Neither n = 294	Smoke only n = 706	Dual n = 370	Vape only n = 201	Neither n = 4017
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Personal Adjectives	Humble	105	79	88	102	92	75	96	105	91	105	82	104	107	75	85	102
	Responsible	98	65	73	105	93	75	90	106	107	81	83	106	96	62	70	105
	Forgiving	103	81	84	102	131	68	105	102	96	123	89	99	102	77	75	103
	Content	92	57	70	107	85	58	101	106	94	94	89	104	91	53	60	107
	Wise	102	79	78	103	59	67	92	108	87	100	72	107	102	78	79	102
	Tolerant	111	69	71	103	86	81	82	108	122	85	71	106	109	68	76	102
	Cautious	99	70	73	105	70	63	88	109	104	56	78	111	99	73	69	104
	Leader	104	93	97	100	90	102	115	96	64	119	101	101	108	86	79	101
	Fair	108	75	70	103	55	69	98	107	134	95	78	102	106	75	68	103
	Tough	118	111	99	96	118	132	121	89	122	118	100	95	118	107	88	97
	Traditional	95	70	63	106	83	84	71	110	60	149	74	102	92	68	77	105
	Concerned	105	76	84	103	138	70	103	102	102	92	62	109	104	75	88	102
	Courageous	115	101	102	97	99	101	100	100	62	127	136	92	117	98	94	97
	Hedonistic	125	149	183	86	89	188	178	68	90	112	128	93	128	152	206	86
	Obedient	78	66	88	108	55	51	68	117	108	47	96	108	81	70	66	107
	Driven	99	89	90	102	87	69	99	105	98	105	72	105	102	86	77	102
	Depressed	151	133	127	87	133	134	114	91	158	117	78	95	156	131	133	86
	Excitable	107	128	114	95	139	96	102	99	88	165	98	92	113	121	98	96
	Lazy	103	130	164	92	63	99	114	98	113	103	118	94	118	132	128	93
	Independent	102	75	85	103	109	79	105	102	72	97	85	107	102	73	83	103
	Devoted	104	63	68	105	97	69	85	108	74	86	78	110	103	62	70	104
	Reliable	98	68	71	105	97	76	96	104	76	71	97	108	97	69	63	105
	Moody	129	144	134	89	74	117	118	94	143	142	121	84	136	142	114	90
Fun-loving	107	86	99	100	81	92	110	99	59	110	108	101	111	81	86	100	
Determined	98	80	85	103	84	84	86	106	72	93	95	105	100	77	80	103	
Caring	100	74	89	103	85	84	101	103	83	78	97	106	100	73	84	103	
Segmentation Analysis Index Scores (Proportion of column segment picking an answer compared to the incidence among the total sample)																	
		All Respondents 15+				Youth 15-19				Young Adults 20-24				Adults 25+			

Total	Total	Smoke only n = 789	Dual n = 631	Vape only n = 601	Neither n = 5752	Smoke only n = 49	Dual n = 204	Vape only n = 319	Neither n = 1441	Smoke only n = 34	Dual n = 57	Vape only n = 81	Neither n = 294	Smoke only n = 706	Dual n = 370	Vape only n = 201	Neither n = 4017
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Personal Adjectives	Understanding	105	77	89	102	113	75	100	103	98	83	100	103	105	77	82	102
	Resourceful	102	71	79	104	79	78	96	105	88	77	87	107	101	71	81	103
	Bubbly	111	92	140	96	64	88	137	94	97	89	142	93	119	88	99	98
	Loyal	101	74	82	103	80	72	101	105	99	122	91	99	101	68	75	104
	Dedicated	95	66	74	106	74	72	88	108	81	91	100	104	95	63	66	106
	Strong	110	90	108	99	112	95	111	98	118	94	109	97	110	88	102	99
	Funny	113	96	112	97	76	94	113	99	122	96	103	98	115	95	105	98
	Neurotic	116	205	157	84	214	142	133	82	66	124	131	94	123	227	149	83
	Trendy	83	136	182	94	95	119	153	84	114	138	178	76	88	129	120	99
Follower	78	145	141	97	128	75	149	91	133	139	94	92	79	153	91	100	
Character Values	Being proud to be Canadian	112	85	68	102	81	71	116	101	144	112	114	90	107	88	63	101
	Being of service to one's community	73	80	66	108	78	106	67	108	142	57	106	101	69	82	61	109
	Making a difference	91	97	95	102	107	90	104	100	83	100	96	103	93	95	74	103
	Making a difference	91	97	95	102	107	90	104	100	83	100	96	103	93	95	74	103
	Being of good character	102	71	82	104	107	71	81	109	95	78	98	104	100	71	84	103
	Tackling important challenges	97	111	110	99	101	84	109	100	87	93	119	99	100	116	89	99

Segmentation Analysis Index Scores (Proportion of column segment picking an answer compared to the incidence among the total sample)					
		All Respondents 15+	Youth 15-19	Young Adults 20-24	Adults 25+

Total	Total	Smoke only n = 789	Dual n = 631	Vape only n = 601	Neither n = 5752	Smoke only n = 49	Dual n = 204	Vape only n = 319	Neither n = 1441	Smoke only n = 34	Dual n = 57	Vape only n = 81	Neither n = 294	Smoke only n = 706	Dual n = 370	Vape only n = 201	Neither n = 4017
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Character Values	Being compassionate	103	67	79	104	93	82	88	106	83	68	115	104	101	67	75	104
	Being tolerant of others	98	62	67	106	72	64	93	108	138	93	82	101	94	61	70	106
	Respecting tradition	115	83	78	101	92	93	122	96	56	118	127	96	112	83	75	100
	Being determined or perseverant	94	77	82	104	89	88	77	108	63	83	84	110	97	73	78	104
	Thinking independently, for oneself	95	73	81	105	96	63	87	109	102	96	64	108	95	70	87	104
	Being creative	95	127	110	98	116	103	106	98	131	91	69	104	95	134	115	97
	Being fun-loving	111	109	119	96	89	101	120	95	145	131	93	92	112	105	114	97
	Being spiritual	100	111	72	101	174	156	65	98	55	75	98	109	97	113	82	100
	Being curious	84	90	106	103	72	127	101	97	36	73	88	114	87	88	116	103
	Continuous learning and self-development	91	80	96	104	107	74	87	107	56	79	93	110	94	80	94	103
Being successful	109	111	138	95	97	94	106	100	115	99	116	95	117	111	118	95	

Segmentation Analysis Index Scores (Proportion of column segment picking an answer compared to the incidence among the total sample)					
		All Respondents 15+	Youth 15-19	Young Adults 20-24	Adults 25+

Total	Total	Smoke only n = 789	Dual n = 631	Vape only n = 601	Neither n = 5752	Smoke only n = 49	Dual n = 204	Vape only n = 319	Neither n = 1441	Smoke only n = 34	Dual n = 57	Vape only n = 81	Neither n = 294	Smoke only n = 706	Dual n = 370	Vape only n = 201	Neither n = 4017
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Character Values	Freedom to choose one's path	108	91	96	100	120	82	98	102	114	83	92	103	109	93	89	99
	Being loyal	113	80	92	100	82	103	109	98	162	98	90	96	110	76	89	101
	Being adventurous	98	152	170	91	125	147	117	88	104	61	135	98	103	166	165	91
Goals	Getting married or having a life partner	102	103	97	99	106	100	95	88	97	126	100	113	79	109	100	105
	Being a parent	88	88	79	92	92	101	87	83	91	110	103	121	85	101	101	77
	Owning a home	102	96	108	87	124	100	102	96	103	118	99	88	80	107	102	95
	Owning a home	102	96	108	87	124	100	102	96	103	118	99	88	80	107	102	95
	Having a full-time, steady job	118	125	122	112	103	98	107	93	113	129	98	74	89	98	103	99
	Being engaged in your community	87	91	84	98	68	101	82	77	95	82	105	112	97	76	106	72
	Being proud of your job or career	96	95	96	86	106	100	95	89	94	121	101	91	77	94	105	86
	Being famous	257	227	159	317	302	83	171	104	229	229	79	110	116	114	94	121
Being financially successful	101	100	118	77	107	100	103	102	99	108	99	93	83	102	102	107	

Segmentation Analysis Index Scores (Proportion of column segment picking an answer compared to the incidence among the total sample)				
	All Respondents 15+	Youth 15-19	Young Adults 20-24	Adults 25+

Total	Total	Smoke only n = 789	Dual n = 631	Vape only n = 601	Neither n = 5752	Smoke only n = 49	Dual n = 204	Vape only n = 319	Neither n = 1441	Smoke only n = 34	Dual n = 57	Vape only n = 81	Neither n = 294	Smoke only n = 706	Dual n = 370	Vape only n = 201	Neither n = 4017
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Goals	Being recognized (by your community or your peers)	96	106	88	107	62	100	94	88	101	132	100	48	90	106	102	104
	Having a good work/life balance	83	85	95	69	81	102	92	94	82	103	102	75	79	101	104	93
	Having a clear career path	152	144	134	144	178	94	121	85	139	163	95	69	78	94	106	59
	Having good friends	72	71	77	58	86	103	87	96	72	90	104	81	80	96	105	103
	Being liked	84	80	98	65	93	102	90	98	76	109	102	67	85	112	100	140
	Helping others	75	76	81	69	81	103	89	95	78	89	104	79	93	94	103	86
Hobbies	Traveling	89	77	81	105	64	85	99	104	94	85	74	108	87	76	86	105
	Exercising/ Working out/ Being active	77	71	109	106	123	85	112	98	74	77	107	105	77	67	103	107
	Music	107	93	110	99	103	98	101	100	95	102	86	103	111	88	107	99
	Playing sports	77	107	128	101	64	108	104	99	93	96	125	96	82	102	96	103
	Watching sports	104	87	90	101	120	115	109	95	129	63	83	106	102	88	90	101
	Hobbies (e.g., a craft, collecting something)	101	82	96	102	108	81	86	106	65	88	92	108	102	82	103	101
	Movies or shows	101	87	95	101	92	88	94	104	112	96	77	104	102	84	96	101
	Visual arts	91	111	139	98	110	76	96	104	118	134	99	93	94	107	146	99

Segmentation Analysis Index Scores (Proportion of column segment picking an answer compared to the incidence among the total sample)

		All Respondents 15+	Youth 15-19	Young Adults 20-24	Adults 25+
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Total	Total	Smoke only n = 789	Dual n = 631	Vape only n = 601	Neither n = 5752	Smoke only n = 49	Dual n = 204	Vape only n = 319	Neither n = 1441	Smoke only n = 34	Dual n = 57	Vape only n = 81	Neither n = 294	Smoke only n = 706	Dual n = 370	Vape only n = 201	Neither n = 4017
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Hobbies	Hunting and/or fishing	146	128	92	91	144	144	105	91	35	231	83	90	148	116	100	90
	Gaming	107	135	142	93	94	105	109	97	114	80	94	103	119	146	119	92
	Cooking	102	93	97	101	111	80	99	103	93	78	98	105	101	97	102	100
	Cycling	71	115	77	105	146	149	65	100	90	141	114	92	68	110	76	106
	Performing	109	140	134	92	54	132	86	100	46	91	98	108	127	143	132	90
	Reading	96	71	70	105	127	80	74	108	109	54	110	104	93	74	68	105
	Conversing	107	99	115	98	58	102	108	99	127	121	123	89	108	93	107	99
	Texting	91	143	167	93	82	97	118	97	115	75	116	99	105	164	110	93
	Social media	92	108	137	98	78	95	107	100	96	97	103	100	100	104	113	99
	Getting together with people	97	81	87	103	77	79	109	102	93	75	94	106	98	81	71	103
	Volunteering	82	74	75	107	84	71	55	116	42	78	87	113	83	75	82	106
	Shopping	97	100	143	97	132	90	117	96	92	77	128	99	101	103	130	98
	Writing	93	118	100	99	186	106	77	102	181	68	112	93	88	127	89	100
	Learning	100	86	88	102	116	85	78	107	95	87	111	100	99	87	90	102
	Drinking	141	153	153	85	88	200	190	64	161	160	131	77	142	142	134	88
Gardening	114	57	-	108	-	-	-	-	-	-	-	-	-	104	63	-	107

SECTION E: FOCUS ON YOUTH 15-19 WHO ONLY VAPE

Given that youth who vape is an audience of particular concern for Health Canada, this chapter provides findings that highlight the key results among the 17% (n=315) of youth aged 15-19 who vape only. Among the total sample, only 5% identify as vaping only, but this proportion climbs to 17% among those aged 15-19.

Understanding of Vaping and Nicotine

- Compared to the rest of respondents, this segment is more likely to feel that vaping is something recreational, although they are just as likely as others to say it is both recreational and a smoking cessation tool.
- People aged 15-19 years who vape are more likely to say to do so because of peer pressure/social purposes. Among those who only vape, 24% cite this rationale, compared to 11% among the total sample of people who vape.
- As with the overall sample, neither vaping nor smoking are top-of-mind concerns for many among this segment when asked to name the most pressing health issues presently facing Canada. However, while 1% of the total sample name vaping, that figure is 5% among youth 15-19 who only vape. This segment is significantly more likely to feel knowledgeable of the health impacts of vaping products containing nicotine, with 66% claiming this degree of knowledge compared to 43% overall. Whereas the majority of all respondents (69%) felt vaping products containing nicotine were extremely/very harmful, this proportion is only 39% among youth who only vape.
- Overall, youth who vape only are more broadly of the view that vaping any products – whether containing nicotine or not – is less harmful than smoking cigarettes. When compared to cigarettes, 40% of all respondents felt that vaping products containing flavours only were less harmful than smoking, compared to 70% among this segment. Similarly, while 20% of the total sample feel the same about vaping products containing nicotine, 50% of youth 15-19 who vape only are of this opinion.
- In terms of addiction, these youth have perceptions of the addictive nature of nicotine that are similar to those of the sample as a whole. However, they consistently show less consensus around the addictiveness of each vaping product category tested.

Packaging

- Exposure to packaging and behaviours relating to packaging are not significantly different among this segment.

Current and Past Behaviours

- These youth are no more likely than others to have vaped products containing nicotine, but they are slightly more likely to have vaped a product containing flavours only and slightly more likely to have vaped a product that they were not sure contained nicotine.

- In terms of frequency of vaping, this segment appears to have a similar distribution of vaping frequency as found in the total sample, but they are more likely to say they began vaping within the past two years.
- As with the total sample, the use of flavours is extremely common and for many, a key factor influencing their behaviour. As with the total sample, the most popular flavour is fruit (46%) followed by mint/menthol (14%), however unlike the total sample, almost none name tobacco (1%).
- Compared to the total sample of people who currently smoke or who have smoked in the past, this segment is more likely to indicate having tried vaping (whether with or without nicotine) as a way to quit smoking.

Overall Summary

Youth aged 15-19 who only vape clearly have some unique perspectives and behaviours when it comes to vaping. Vaping is something more recreational, motivated by social pressures and something which they only started within the past year or two. They demonstrate a higher self-confidence about their knowledge of the harms associated with vaping and see more nuance than older respondents on the relative harm of vaping products containing nicotine or containing flavours only.

CONCLUSIONS

Taken together, the two waves of research undertaken in this study provided a wealth of information on Canadians' views and understanding of vaping and smoking, including their motivations related to both, and their behaviours and intentions. Delving more deeply, this study also uncovered a wealth of psychographic characteristics and factors relating to different smoking and vaping behaviours.

The main reasons for vaping tend to fall into a few categories. Those who only vape tend to cite that it is enjoyable, relaxing or is a social activity. Those who both smoke and vape tend to be far more inclined to describe it as something they do as a replacement for smoking, largely because it is less harmful, but for many it also has other benefits such as not making them smell, providing enjoyable flavours and enabling them to satisfy nicotine cravings in situations or circumstances where smoking is prohibited or socially unacceptable.

Those who vape tend to primarily or exclusively vape products containing nicotine, although there is a relatively small segment who only vape products that do not contain nicotine (nor cannabis). For many who vape, the idea of vaping products that do not contain nicotine is of little interest.

Those who do not vape tend not to see the point of starting it and/or believe there are adverse long-term health effects that are not yet fully known.

Views on vaping have evolved for many of those involved in these waves of study. The emergence of cases of serious illness ostensibly linked to vaping has given many cause for increased concern, although opinion is somewhat divided over the harmfulness of vaping. That said, in relative terms, the consensus is generally that vaping is less harmful than smoking, even if it has its own particular risks known or unknown.

Vaping views appear to have evolved in other ways as well. Among many who smoke, views about vaping have moved from thinking of it as a youth-oriented behaviour, perhaps even considering it silly, to one that does actually suit people their own age and can serve an enjoyable or practical purpose without seeming odd. In contrast to those more focused on health-effects of vaping, for these people, opinion of vaping has shifted to being more positive.

Regardless of the path to vaping and the direction in which one's opinion has shifted, if at all, one aspect of vaping that was popular among virtually all who vape is the flavours. Those who only vape and do not smoke indicate being much less inclined to vape if there were no flavour to it. The nicotine may be something they value, but for many it's not enough of a desire to seek it out without flavours.

Dual users demonstrate a similar appreciation for flavours and indicate the absence of flavour would detract from the enjoyment. Indeed, many participants in the focus groups said they would be quite disappointed if there were no flavours – the disappointment stemming from the fact that they often are trying to use vaping to replace or reduce their smoking and the flavours help them achieve that objective.

The level of concern over health risks is fairly widespread and the sense of understanding of them varies strikingly depending on one's vaping behaviour. Those who do not vape, including those who only smoke, are far more likely to describe vaping products that contain nicotine as harmful.

On this, dual users contrast significantly with those who only smoke, demonstrating that the universe of people who smoke is certainly not homogenous when it comes to opinions related to vaping.

Specifically comparing the relative harm associated with vaping compare to smoking, the plurality either tend to see the two as equally harmful or see vaping as at least somewhat less harmful. The balance of whether they are equally harmful or vaping is less harmful varies depending on whether one vapes or not.

The investigation into cessation of vaping demonstrates a range of opinion exist. In dramatic contrast with those who smoke, few who vape (including dual users) have a specific plan to quit vaping, although when prompted many do indicate some expectation that there will be a time when they will no longer vape. New or developing information about health risks associated with vaping are cited as factors that may accelerate or trigger cessation plans. As evidence of the relationship between perceptions of risks and cessation intentions, of the few who are attempting to quit vaping or have a plan to do so, tend to describe their motivation as being health-related.

Finally, the psychographic analysis demonstrates that there are a variety of personality characteristics, values, life goals, and activities that appear to relate to behaviours – whether the behaviour is exclusively smoking, exclusively vaping, doing both, or doing neither. The data suggests smoking is linked to feelings of pessimism, struggle and depression. Although there is some similarity to smoking, dual use is also linked to some different mindsets and characteristics, including being fashionable or trendy and having a more positive outlook, despite not necessarily being linked with satisfaction with life today. The behaviour of exclusively vaping is not linked to the sense of depression or discouragement about the future, but shares many of the traits such as self-gratification and following trends and fashion that is linked with dual use. The behaviour category of neither smoking nor vaping shows linkages to a strikingly unique set of characteristics when compared to the other three behaviour categories, including life satisfaction, optimism and perhaps more evidently, not being linked to some of the traits common to the three behaviours above such as depression, hedonism, or being neurotic among others. The psychographic data can be used for improving the ability to relate to different user groups and demonstrate a greater understanding of perspectives and life circumstances.

APPENDIX A: SURVEY METHODOLOGY REPORT

Survey Methodology

Earnscliffe Strategy Group’s overall approach for this study was to conduct an online survey of 7,773 Canadians aged 15 and older using an online panel sample. A detailed discussion of the approach used to complete this research is presented below.

Questionnaire Design

The questionnaire for this study was designed by Earnscliffe, in collaboration with Health Canada, and provided for fielding to Leger. The survey was offered to respondents in both English and French and completed based on their language preference. Respondents could not skip any of the questions as all questions required a response before continuing to the next question.

Sample Design and Selection

The sampling plan for the study was designed by Earnscliffe in collaboration with Health Canada. Health Canada needed to ensure each of a variety of specific target audiences were adequately sampled in order to more clearly understand the nuance of opinion by target audience. Each target audience – some of which are not mutually exclusive – had the following target sample sizes:

- At least n=2,000 people aged 15-19;
- At least n=1,000 people aged 15 or older who smoke;
- At least n=1,000 people aged 15 or older who vape;
- At least n=500 people aged 15-19 who vape; and,
- At least n=700 people aged 20 or older who vape.

To meet all of these objectives, Earnscliffe conducted a two-phased research program.

The research began with a quantitative phase involving an online survey of 7,773 Canadians aged 15 and older. The online survey was conducted using our data collection partner, Leger’s, proprietary online panel. To achieve the target sample sizes for all target audiences identified, Earnscliffe developed a data collection approach that began with a total of 6,071 interviews conducted collected as a core sample of the general population aged 15 years and older. Subsequently, the following oversamples were collected among each of the audiences listed below in order to meet all of the target audience sample objectives:

- 1595 additional cases among youth aged 15-19; and
- 107 additional cases among people aged 20 years and older who vape.

In the end, each of the target audiences achieved the following sample sizes:

- n=2,013 people aged 15-19;
- n=1,420 people aged 15 or older who smoke;
- n=1,232 people aged 15 or older who vape;
- n=523 people aged 15-19 who vape; and,
- n=709 people aged 20 or older who vape.

Targets/Weighting

The sample for this study was comprised of a national core general population sample of Canadian residents plus additional oversamples among two target groups: youth aged 15 to 19 and people who vape aged 20+. Specifically, we set targets to conduct:

- A core survey of 6,000 members of the Canadian general population (aged 15+) with specific regional quotas;
- An additional sample of 1580 youth (aged 15-19); and
- An oversample of an additional 100 people who vape (aged 20+) with specific regional quotas.

The following table provides more detailed information on our sampling approach:

Unweighted n's	AC	QC	ON	MB/SK	AB	BC	TOTAL
Total respondents aged 15+	576	1944	2925	531	834	963	7773
Respondents aged 15-19	174	513	748	155	218	205	2013
Respondents aged 20+	402	1431	2177	376	616	758	5760
Total respondents aged 15+ who smoke	152	317	493	107	159	192	1420
Total respondents aged 15-19 who smoke	64	39	79	22	20	30	254
Total respondents aged 20+ who smoke	88	278	415	85	139	162	1167
Total respondents aged 15+ who vape	125	262	444	81	132	188	1232
Total respondents aged 15-19 who vape	74	112	179	41	48	69	523
Total respondents aged 20+ who vape	51	150	265	40	84	119	709

The final data were weighted to replicate actual distribution of population aged 15 and older by region, age and gender according to the most recent Census (2016) data available and by the 2017 Canadian Tobacco, Alcohol and Drugs Survey (CTADS) to reflect the actual distribution of people by both behaviours (smoking and vaping). For the purposes of reporting, when examining the quantitative results among people who smoke or vape, the sample combines the people who have done the respective behaviour (who indicate having done so in the past 30 days) found in the general population core sample with those who qualify from among either oversample. Thus, the data on people who smoke or vape is reflective of the population of as defined by the proportion who have done so in the past 30 days.

Data Collection

The online survey was conducted from December 24th to January 21st in English and in French. The survey was undertaken by Leger using their proprietary online panel.

Reporting

Bolded results presented in this report indicate that the difference between the demographic groups analysed are significantly higher than results found in other columns in same demographic analysis. In the text of the report, unless otherwise noted, differences highlighted are statistically significant at the 95% confidence level. The statistical test used to determine the significance of the results was the Z-test.

Due to rounding, results may not always add to 100%.

Quality Controls

Leger’s panel is actively monitored for quality through a number of approaches (digital fingerprinting, in-survey quality measures, incentive redemption requirements, etc.) to ensure that responses are only collected from legitimate Canadian panel members. The survey link is reviewed multiple times before a comprehensive soft launch is conducted in both languages. The soft launch data is thoroughly reviewed, and any changes are made before another test of the links and full-launch of the survey.

Results

FINAL DISPOSITIONS

A total of 20,620 individuals entered the online survey, of which 7,773 qualified as eligible and completed the survey. The response rate for this survey was 15%.

Total Entered Survey	20,620
Completed	7,773
Not Qualified/Screen out	8,704
Over quota	2,325
Suspend/Drop-off	1,818

Unresolved (U)	107,502
Email invitation bounce-backs	1,004
Email invitations unanswered	106,498
In-scope - Non-responding (IS)	1818
Non-response from eligible respondents	N/A
Respondent refusals	N/A
Language problem	N/A
Selected respondent not available	N/A
Qualified respondent break-off	1818
In-scope - Responding units (R)	18802
Completed surveys disqualified – quota filled	2,325
Completed surveys disqualified – other reasons	8,704
Completed surveys	773
Response Rate = $R/(U+IS+R)$	15%

NONRESPONSE

Respondents for the online survey were selected from among those who have volunteered to participate in online surveys by joining an online opt-in panel. The notion of nonresponse is more complex than for random probability studies that begin with a sample universe that can, at least theoretically, include the entire population being studied. In such cases, nonresponse can occur at a number of points before being invited to participate in this particular survey, let alone in deciding to answer any particular question within the survey.

That being said, in order to provide some indication of whether the final sample is unduly influenced by a detectable nonresponse bias, the tables below compare the unweighted and weighted distributions of each sample’s demographic characteristics.

The final data were weighted to replicate actual distribution of population aged 15 and older by region, age and gender according to the most recent Census (2016) data available and by the 2017 Canadian Tobacco, Alcohol and Drugs Survey (CTADS) to reflect the actual distribution of people by both behaviours (smoking and vaping). For the purposes of reporting, when examining the quantitative results among people who smoke or vape, the sample combines the people who have done the respective behaviour (who indicate having done so in the past 30 days) found in the general population core sample with those who qualify from among either oversample. Thus, the data on people who smoke or vape is reflective of the population of as defined by the proportion who have done so in the past 30 days. The Census variables used for the weighting of each sample were age and gender within each region for the general population sample.

TOTAL SAMPLE PROFILE: UNWEIGHTED VERSUS WEIGHTED DISTRIBUTIONS

Region	Unweighted Sample (n)	Weighted Sample (n)
Atlantic	576	530
Quebec	1944	1817
Ontario	2925	2990
Manitoba/Saskatchewan	531	510
Alberta	834	875
British Columbia/Territories	963	1052
Total	7773	7773

Age	Unweighted Sample (n)	Weighted Sample (n)
15-19	2013	537
20-24	466	594
25-34	954	1223
35-54	2067	2540
55+	2273	2879
Total	7773	7773

Gender	Unweighted Sample (n)	Weighted Sample (n)
Male	3543	3750
Female	4201	3989
Other gender identity/Prefer not to say	21	27
Total	7773	7773

Education	Unweighted Sample (n)	Weighted Sample (n)
Less than a high school diploma or equivalent	1025	412
High school diploma or equivalent	1874	1600
Registered apprenticeship or other trades certificate or diploma	430	495
College/CEGEP/non-university diploma	1622	1876
University certificate or diploma below Bachelor's level	483	562
Bachelor's degree	1557	1918
Post graduate degree above bachelor's level	678	836
Prefer not to answer	104	73
Total	7773	7773

Household Income (18 and older)	Unweighted Sample (n)	Weighted Sample (n)
Under \$40,000	1469	1650
\$40,000 to just under \$80,000	1925	2299
\$80,000 and above	2240	2081
Prefer not to answer/Don't know	815	877
Total	7773	7773

Spending Money (17 and younger)	Unweighted Sample (n)	Weighted Sample (n)
Under \$40	631	153
\$40 to just under \$80	257	63
\$80, and above	309	69
Prefer not to answer/Don't know	127	30
Total	7773	7773

Language Spoken Most Often	Unweighted Sample (n)	Weighted Sample (n)
English	5494	5649
French	1916	1785
Other	342	320
Prefer not to answer	21	19
Total	7773	7773

Employment (18 and older)	Unweighted Sample (n)	Weighted Sample (n)
Working full-time	2661	3160
Working part-time	791	710
Self employed	357	419
Unemployed, looking for work	266	267
Student	1700	763
Retired	1520	1926
Not in the workforce	375	424
Other/Prefer not to answer	103	103
Total	7773	7773

MARGIN OF ERROR

Respondents for the online survey were selected from among those who have volunteered to participate/registered to participate in online surveys. Because the sample is based on those who initially self-selected for participation in the panel, no estimates of sampling error can be calculated. The results of such surveys cannot be described as statistically projectable to the target population. The treatment here of the non-probability sample is aligned with the Standards for the Conduct of Government of Canada Public Opinion Research for online surveys.

SURVEY DURATION

The online survey took an average of 15 minutes to complete.

APPENDIX B: SURVEY INSTRUMENT

Email Invitation

LA VERSION FRANÇAISE SUIT

Earncliffe Strategy Group, in collaboration with Leger Marketing, has been hired to administer an online survey on behalf of the Government of Canada. The purpose of the study is to explore Canadians' perceptions and choices.

This online survey will take about 15 minutes to complete. Your participation in the study is voluntary and completely confidential. All your answers will remain anonymous and will be combined with responses from all other respondents.

If you have any questions about the survey or if you encounter any difficulties, please email [INSERT EMAIL CONTACT].

To begin, click on the link below.

[URL]

Adult Landing Page

Thank you for agreeing to take part in this survey. We anticipate that the survey will take approximately 15 minutes to complete.

[NEXT]

Introduction

Background information

This research is being conducted by Earncliffe Strategy Group, a Canadian public opinion research firm on behalf of Health Canada.

The purpose of this online survey is to collect opinions and feedback from Canadians that will be used by Health Canada to help inform government actions and decisions.

How does the online survey work?

- You are being asked to offer your opinions and experiences through an online survey.
- We anticipate that the survey will take 15 minutes to complete.
- Your participation in the survey is completely voluntary.
- Your responses are confidential and will only ever be reported in aggregate – never in any way that can identify any individual respondent or their responses.

- Your decision on 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 demographic information 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's Privacy Coordinator at 613-948-1219 or privacy-vie.privee@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.

What happens after the online survey?

The final report written by Earncliffe Strategy Group 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, you may contact Earncliffe at research@earncliffe.ca.

Your help is greatly appreciated, and we look forward to receiving your feedback.

[CONTINUE TO Q1]

Adult Screening

1. Are you?

Male	1
Female	2
Other	3
Prefer not to answer	9

2. In what year were you born?

[INSERT YEAR. IF YOUNGER THAN 15 YEARS, THANK & TERMINATE]

2a. [IF RESPONDENT REFUSES TO PROVIDE BIRTH YEAR, ASK:] Into which of the following age categories do you fit?

Under 15	0
15-17	1
18-19	2
20-24	3
25-29	4
30-34	5
35-39	6
40-49	7
50-64	8
65+	9

[IF UNDER 15 OR STILL REFUSAL, THANK & TERMINATE]

3. Which of the following provinces or territories do you live in?

Newfoundland and Labrador	1
Nova Scotia	2
Prince Edward Island	3
New Brunswick	4
Quebec	5
Ontario	6
Manitoba	7
Saskatchewan	8

Alberta	9
British Columbia	10
Yukon	11
Nunavut	12
Northwest Territories	13
Prefer not to say [THANK & TERMINATE]	99

4. Are you a parent or legal guardian of a child that is under 18 years old?

None	ASSIGN TO GENPOP
Under 15 years of age	ASSIGN TO GENPOP IF <u>ONLY</u> CHILDREN <15
15-17 years of age	REQUEST INTERVIEW WITH YOUTH (15-17), OTHERWISE ASSIGN TO GENPOP

IF SELECTED FOR YOUTH INTERVIEW: Parent Page Consent

We would like to include your **15-17 year-old** teenager in this very important study and are asking your permission to include them in our sample.

- Yes NEXT SCREEN
- No TERMINATE

Background information

This research is being conducted by Earncliffe Strategy Group, a Canadian public opinion research firm, on behalf of Health Canada.

The purpose of this online survey is to collect opinions and feedback from Canadians that will be used by Health Canada to assess the knowledge, attitudes and behaviours of Canadians. The goal is to obtain the most unbiased and candid answers possible to help inform government actions and decisions.

How does the online survey work?

- Your child is being asked to offer his/her opinions and experiences through an online survey.
- We anticipate that the survey will take 15 minutes to complete.
- Your child’s participation in the survey is completely voluntary.
- Your child’s responses are confidential and will only ever be reported in aggregate – never in any way that can identify any individual respondent or their responses.
- 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 demographic information 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](#).
- **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 child’s personal information. For more information about these rights, or about our privacy practices, please contact Health Canada's Privacy Coordinator at 613-948-1219 or privacy-vie.privee@hc-sc.gc.ca. You also have the right to file a complaint with the Privacy Commissioner of Canada if you think your child personal information has been handled improperly.

What happens after the online survey?

The final report written by Earncliffe Strategy Group 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, you may contact Earncliffe at research@earncliffe.ca.

Your assistance is greatly appreciated, and we look forward to receiving your child’s feedback.

Teen Landing Page

15-17 YEAR-OLD TEENS ONLY: Your parent or legal guardian has agreed to let us invite 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! Your responses are confidential and will only ever be reported in aggregate – never in any way that can identify any individual respondent or their responses. You can do the survey on your computer, laptop, tablet or phone. You can stop at any time if you feel uncomfortable, or just choose not to respond to any question. To protect your privacy, you will not be able to go back to previous pages for some questions and once you complete the questionnaire, it is locked. 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.

Thank you for agreeing to take part. We anticipate that the survey will take approximately 15 minutes to complete.

[NEXT]

Teen Introduction

Background information

This research is being conducted by Earncliffe Strategy Group, a Canadian public opinion research firm on behalf of Health Canada.

The purpose of this online survey is to collect opinions and feedback from Canadians that will be used by Health Canada to help inform government actions and decisions.

How does the online survey work?

- You are being asked to offer your opinions and experiences through an online survey.
- We anticipate that the survey will take 15 minutes to complete.
- Your participation in the survey is completely voluntary.
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- **Purpose of collection:** We require your personal information such as demographic information 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.
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- **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's Privacy Coordinator at 613-948-1219 or privacy-vie.privee@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.

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Your help is greatly appreciated, and we look forward to receiving your feedback.

[CONTINUE TO Q5]

Youth Screening (15-17)

5. Are you?

Male	1
Female	2
Other	3
Prefer not to answer	9

6. In what year were you born?

[INSERT YEAR. IF 2006 OR MORE, THANK & TERMINATE. IF 2002 OR LESS, INCLUDE AS ADULT RESPONDENT.]

7a. [IF RESPONDENT REFUSES TO PROVIDE BIRTH YEAR, ASK:] Into which of the following categories do you fit?

Under 15	0
15-17	1
18-19 [INCLUDE AS ADULT RESPONDENT]	2
20-24 [INCLUDE AS ADULT RESPONDENT]	3
25-29 [INCLUDE AS ADULT RESPONDENT]	4
30-34 [INCLUDE AS ADULT RESPONDENT]	5
35-39 [INCLUDE AS ADULT RESPONDENT]	6
40-49 [INCLUDE AS ADULT RESPONDENT]	7
50-64 [INCLUDE AS ADULT RESPONDENT]	8
65+ [INCLUDE AS ADULT RESPONDENT]	9
[IF UNDER 15 OR STILL REFUSAL, THANK & TERMINATE]	

7.b [IF YEAR OF BIRTH=2002 OR 2005] In what month were you born?

January	1
February	2
March	3
April	4
May	5
June	6
July	7
August	8

September	9
October	10
November	11
December	12

[IF UNDER 15 OR REFUSAL, THANK & TERMINATE. IF 18 OR OLDER, INCLUDE AS ADULT RESPONDENT.]

Section 1: Identification of Audience & Substance Use

7. Thinking about the **health** issues presently facing Canada, which ONE do you feel is the most important health issue facing Canada today? [OPEN-END TEXT BOX]
8. The first questions are about smoking, vaping, and cannabis. For each of the following, please indicate whether you have done this in the past 30 days or not. [RANDOMIZE]

PROGRAMMING NOTE: Vaping devices are usually battery-powered and may come with removable parts. Vaping devices are available in many shapes and sizes. Some are small and look like USB drives or pens, while others are much larger. Vaping products have many names, including: mods, vapes, sub-ohms, vape pens, e-hookahs, tank systems, electronic cigarettes/e-cigarettes, or electronic nicotine delivery systems (ENDS). They may also be known by various brand names.

- a. Smoked cigarettes (including cigarettes that are bought ready-made as well as cigarettes that you make yourself with only tobacco)
- b. Used vaping products containing nicotine
- c. Used vaping products that only contained flavours – it contained no nicotine and no cannabis
- d. Used vaping products, but I’m not sure if they contain nicotine or not
- e. Smoked a cannabis cigarette or joint
- f. Used vaping products with cannabis
- g. [ALWAYS ASKED AFTER Q8e and f] Used cannabis in any other form

Yes	1
No	2
Prefer not to answer	8
Don’t know	9

RESPONDENT CODING (RESPONDENTS MAY QUALIFY FOR MULTIPLE CATEGORIES)

- “VAPES”: IF Q8b,c OR d=1
- “VAPES NICOTINE”: IF Q8b=1
- “VAPES NICOTINE ONLY”: IF Q8b=1 AND Q8c NE 1 AND Q8d NE 1
- “VAPES BOTH”: IF Q8b=1 AND Q8c=1
- “VAPES NON-NICOTINE ONLY”: IF Q8b NE 1 AND Q8c=1

- “VAPING NOT INDICATED”: IF Q8b,c AND d NE 1
- “SMOKES”: IF Q8a=1
- “DUAL”: IF Q8a=1 AND (Q8b,c OR d=1)

9. [IF Q8a NE 1] Have you ever been a person who smoked?

Yes	1
No	2
Prefer not to answer	8
Don't know	9

10. [IF “SMOKES” / IF Q8a=1] On how many of the past 30 days did you smoke? RECORD OPEN-END NUMERIC RESPONSE MAXIMUM 30

Prefer not to answer	88
Don't know	99

11. [IF “SMOKES” / IF Q8a=1] How many years have you been smoking? RECORD OPEN-END NUMERIC RESPONSE PROGRAMMER NOTE: SHOULD NOT EXCEED THEIR AGE

Less than a year	0
Prefer not to answer	88
Don't know	99

12. [IF Q8b NE 1] Have you ever been a person who vaped a product containing nicotine?

Yes	1
No	2
Prefer not to answer	8
Don't know	9

13. [IF “VAPES NICOTINE” / IF Q8b=1] On how many of the past 30 days did you vape a product containing nicotine? RECORD OPEN-END NUMERIC RESPONSE MAXIMUM 30

Prefer not to answer	88
Don't know	99

14. [IF “VAPES NICOTINE” / IF Q8b=1] How many years have you been vaping products containing nicotine? RECORD OPEN-END NUMERIC RESPONSE
PROGRAMMER NOTE: SHOULD NOT EXCEED THEIR AGE

Less than a year	0
Prefer not to answer	88
Don't know	99

15. [IF “SMOKES” OR PAST SMOKER / IF Q8a=1 OR Q9=1] For each of the following, please indicate whether this is something you have done in the past year.

PROGRAMMING NOTE: Vaping devices are usually battery-powered and may come with removable parts. Vaping devices are available in many shapes and sizes. Some are small and look like USB drives or pens, while others are much larger. Vaping products have many names, including: mods, vapes, sub-ohms, vape pens, e-hookahs, tank systems, electronic cigarettes/e-cigarettes, or electronic nicotine delivery systems (ENDS). They may also be known by various brand names.

- a. Tried vaping with nicotine in an attempt to quit smoking
- b. Tried vaping without nicotine (i.e. flavour only) in an attempt to quit smoking
- c. Tried a nicotine replacement therapy (e.g., nicotine gum, nicotine patch, nicotine inhaler, etc.) in an attempt to quit smoking
- d. Tried some other way to quit smoking

Yes, have tried at least once	1
No	2
Prefer not to answer	8
Don't know	9

16. [IF “SMOKES” / IF Q8a=1 AND Q15a=1] You indicated that you have smoked a cigarette in the past 30 days, but you have tried vaping with nicotine in an attempt to quit smoking. What is the main reason you continue to smoke or went back to smoking cigarettes? [OPEN-END]

17. [IF “SMOKES” / IF Q8a=1] And looking ahead, how likely do you think it is that you will try or try again each of the following in an effort to quit smoking?

PROGRAMMING NOTE: Vaping devices are usually battery-powered and may come with removable parts. Vaping devices are available in many shapes and sizes. Some are small and look like USB drives or pens, while others are much larger. Vaping products have many names, including: mods, vapes, sub-ohms, vape pens, e-hookahs, tank systems, electronic cigarettes/e-cigarettes, or electronic nicotine delivery systems (ENDS). They may also be known by various brand names.

- a. Vaping with nicotine
- b. Vaping without nicotine (i.e. flavour only)
- c. Using a nicotine replacement therapy (e.g., nicotine gum, nicotine patch, nicotine inhaler, etc.)

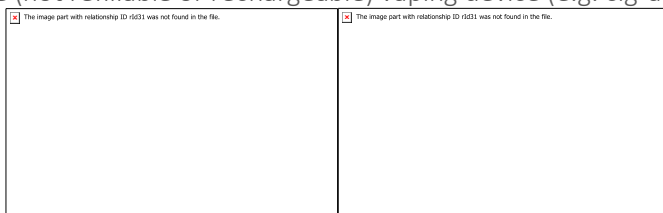
d. [ALWAYS LAST] Trying some other way to quit smoking

- Definitely not 1
- Not likely 2
- Likely 3
- Definitely will 4
- Prefer not to answer 8
- Don't know 9

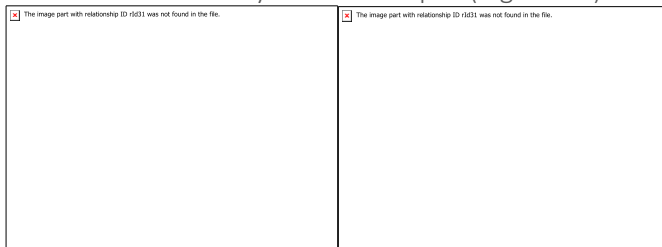
Section 2: Vaping Behaviour

For the rest of this study, when we use the term **vaping**, we want you to exclude products that contain cannabis/marijuana/THC/CBD. The vaping we are interested in is vaping products that may or may not contain nicotine, but do not contain cannabis/marijuana/THC/CBD.

18. [IF “HAS VAPED” / IF (Q8b,c, OR d=1) OR (Q12=1)] You have indicated that you vape or have tried vaping. There are a variety of different products that people use when vaping. Please indicate whether you have used each of the following. [RANDOMIZE]
- a. Disposable (not refillable or rechargeable) vaping device (e.g. cig-a-like)

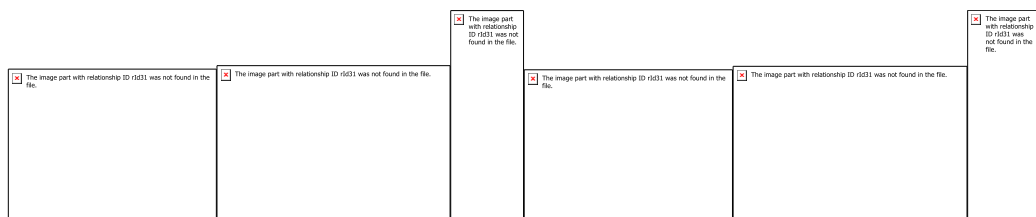


- b. Vaping device with a tank that you fill with liquid (e.g. mods)



- c. Vaping device with replaceable pre-filled cartridges or pods

Health Canada – Social Values and Psychographic Segmentation of Tobacco and Nicotine Users and Non-Users – Research Report



Have used	1
Have not used	2
Prefer not to answer	8
Don't know	9

19. [IF "VAPES" / IF (Q8b,c OR d=1)] On the days that you do vape, on average, about how many sessions do you vape? RECORD OPEN-END NUMERIC RESPONSE

Prefer not to answer	88
Don't know	99

20. [IF "VAPES" / IF (Q8b,c OR d=1)] In general, how much nicotine do the e-cigarettes, cartridges, pods, or e-liquids you currently use contain? You can choose to report the % or mg/ml. If you use different concentrations of nicotine, please select the one used most frequently.

Percentage

None (0%)	1
Less than 2%	2
2% to 4.9%	3
5% or more	4

mg/ml

None (0 mg/ml nicotine)	5
Less than 10 mg/ml	6
10-19 mg/ml	7
20-29 mg/ml	8
30-39 mg/ml	9
40 mg/ml or more	10

Prefer not to answer	88
Don't know	99

21. [IF “HAS VAPED” / IF (Q8b,c, OR d=1) OR (Q12=1)] Nicotine salts are a form of nicotine used in some types of vaping liquids. Which of the following best reflects your experience with nicotine salts?

- I have used them in the past 30 days 1
- I have used them, but not in the past 30 days 2
- I have heard of them, but never tried them 3
- I have never heard of them 4
- Prefer not to answer 8
- Don’t know 9

23a. [DURING PRE-TEST ONLY, ASK: Do you feel you understand what is meant by a “closed pod vaping system”?]

- Yes 1
- No 2
- Prefer not to answer 8
- Don’t know 9

22. [IF Q21=1 OR 2] Having tried nicotine salts, do you have a preference between vaping with nicotine salts, vaping with another form of nicotine or not vaping with nicotine?

- Prefer vaping with nicotine salts 1
- Prefer vaping with nicotine but not using nicotine salts 2
- Prefer not to vape with nicotine 3
- Have no preference 4
- It depends 5
- Don’t know 9

Section 3: Attitudes About Vaping, Nicotine and Flavours

23. [IF “VAPES” / IF Q8b,c OR d=1] What are the main reasons why you vape? [OPEN-END]

24. [IF “DOES NOT VAPE NICOTINE” / IF Q8b NE 1] What are the main reasons why you do NOT vape products containing nicotine? [OPEN-END]

25. When you think about vaping products, do you tend to think of them as?

- Mostly recreational or for fun 1
- Mostly something to help people quit smoking 2

Both	3
Something else	4
Prefer not to answer	8
Don't know	9

26. [IF "VAPES" / IF Q8b,c OR d=1] What is your preferred flavour to vape? [RANDOMIZE. SELECT ONE ONLY.]

Fruit	1
Candy/confectionary	2
Candy floss	3
Coffee/tea	4
Dessert	5
Mint/menthol	6
Energy drinks	7
Cereal	8
Cookies	9
Tobacco flavour	10
Cannabis/marijuana flavour (simply a flavour, not THC)	11
Alcohol flavour	12
Soft drink flavour	13
Flavourless/no flavour in descriptor	14
Floral/herbal	15
Other (SPECIFY)	77
Prefer not to answer	88
Don't know	99

27. In your opinion, how addictive are each of the following? [RANDOMIZE]

- a. Vaping products containing neither nicotine nor cannabis (i.e. that contain flavour only)
- b. vaping products that contain nicotine
- c. Vaping products that contain cannabis

Not at all addictive	1
Slightly addictive	2
Somewhat addictive	3
Very addictive	4
Prefer not to answer	8

Don't know 9

28. [IF "VAPES" / IF Q8b,c OR d=1] Do you consider yourself addicted to vaping?

Not at all 1
 Yes, a little addicted 2
 Yes, very addicted 3
 Prefer not to answer 8
 Don't know 9

29. Each of the following may be factors influencing why people choose to vape. For each, please indicate how important a factor this is for you personally in your [IF "VAPES" / IF Q8b,c OR d=1: "decision to vape." IF "VAPING NOT INDICATED" / IF Q8b,c AND d NE 1): "decision not to vape." [RANDOMIZE]

- a. The price
- b. Availability to you
- c. The variety of tastes or flavours available
- d. A specific flavour
- e. Potential health benefits
- f. Potential health harms
- g. The smell
- h. Advice from a physician or other health care professional
- i. Advice from friends or family
- j. The presence of nicotine in the product
- k. That you can do tricks when vaping
- l. That lots of people seem to be vaping
- m. Something fun to do
- n. It is cool
- o. Being able to modify or personalize a device, flavours, or liquid
- p. The device has smart features (i.e. Bluetooth technology)
- q. To cope with stress or anxiety
- r. [IF "SMOKES" / IF Q8a=1] To help me quit smoking
- s. [IF "SMOKES" / IF Q8a=1] To help me cut down smoking
- t. [IF FORMER SMOKER / IF Q9=1] To keep me from starting smoking cigarettes again
- u. To help me fit in

Not at all important 1

A little important	2
Somewhat important	3
Very important	4
Prefer not to answer	8
Don't know	9

30. How knowledgeable would you say you are about each of the following? [RANDOMIZE]

- a. The health impacts of **vaping products containing neither nicotine nor cannabis (i.e. that contain flavour only)**
- b. The health impacts of **vaping products that contain nicotine**
- c. The health impacts of **vaping products containing cannabis**

Not knowledgeable at all	1
A little knowledgeable	2
Moderately knowledgeable	3
Very knowledgeable	4
Don't know	8
Prefer not to answer	9

[RANDOMIZE ORDER OF Q31 AND Q32]

31. How harmful do you feel each of the following is? [RANDOMIZE]

- d. Vaping products containing neither nicotine nor cannabis (i.e. that contain flavour only)
- e. Vaping products that contain nicotine
- f. Vaping products that contain cannabis

Extremely harmful	1
Very harmful	2
Moderately harmful	3
A little harmful	4
Not at all harmful	5
Prefer not to answer	8
Don't know	9

32. Compared to smoking cigarettes, how much more or less harmful are each of the following? [RANDOMIZE]

- a. Vaping products containing neither nicotine nor cannabis (i.e. that contain flavour only)
- b. Vaping products that contain nicotine
- c. Vaping products that contain cannabis

Much less harmful than smoking cigarettes	1
Somewhat less harmful than smoking cigarettes	2
Equally harmful as cigarettes	3
Somewhat more harmful than smoking cigarettes	4
Much more harmful than smoking cigarettes	5
Prefer not to answer	8
Don't know	9

33. Compared to a year ago, how, if at all, has your impression of the harm associated with each of the following changed? [RANDOMIZE]

- a. Vaping products containing neither nicotine nor cannabis (i.e. that contain flavour only)
- b. Vaping products that contain nicotine
- c. Vaping products that contain cannabis

Seems much less harmful to me now	1
Seems a little less harmful to me now	2
No change	3
Seems a little more harmful to me now	4
Seems much more harmful to me now	5
Prefer not to answer	8
Don't know	9

34. [IF ANY CHANGE OFFERED IN Q33a] What is the main reason your impression of the harm associated with vaping products containing neither nicotine nor cannabis (i.e. that contain flavour only) has changed? [OPEN-END]

35. [IF ANY CHANGE OFFERED IN Q33b] What is the main reason your impression of the harm associated with vaping products that contain nicotine has changed? [OPEN-END]

36. To the best of your knowledge, which of the following has more health risk, or is the health risk equal?

Vaping products that contain lower levels of nicotine	1
Vaping products that contain higher levels of nicotine	2
The health risk is the same, regardless of the level of nicotine	3

Prefer not to answer	8
Don't know	9

Section 4: Packaging

[IF "VAPES" / IF Q8b,c OR d=1] Generally speaking, when you first buy or receive a vaping product has it or does it come in its original box?

- 37. Vaping devices
- 38. Vaping liquids or pods

Yes, it came in a box	1
No, it did not	2
Prefer not to answer	88
Don't know	99

39. [IF VAPES" / IF Q8b,c OR d=1] Do you carry your vaping device in its original packaging or discard the packaging it comes in?

Keep it in original packaging	1
Discard the packaging it comes in	2
Other [SPECIFY]	7
Prefer not to answer	8
Don't know	9

40. [IF "VAPES" / IF Q8b,c OR d=1] Do you carry your pod/liquid in its original packaging or discard the packaging it comes in?

Keep it in original packaging	1
Discard the packaging it comes in	2
Other [SPECIFY]	7
Prefer not to answer	8
Don't know	9

Section 5: Psychographic Profiling

To what extent do you agree or disagree with the following statements. [RANDOMIZE]

- 41. When I buy a product, such as food, cosmetics, or **medication**, the brand is very important to me.
- 42. When I buy a product to **wear (i.e. clothes or shoes) or for my home**, the brand is very important to me.
- 43. I am willing to pay more for brand-name products when it comes to **food, cosmetics, or medication**.
- 44. I am willing to pay more for brand-name products when it comes to **something I wear or for my home**.
- 45. Vaping products [SPLIT SAMPLE: should/shouldn't] be regulated the same way as tobacco products
- 46. Vaping is socially acceptable
- 47. Smoking regular cigarettes is socially acceptable
- 48. Using cannabis is socially acceptable

Totally agree	1
Agree	2
Disagree	3
Totally disagree	4
Prefer not to answer	8
Don't know	9

- 49. Do you expect that five years from now you will personally be better off, worse off or about as well off as you are now?

Much worse off	1
Worse off	2
About the same	3
Better off	4
Much better off	5
Prefer not to answer	8
Don't know	9

- 50. How satisfied would you say you are with your life right now?

Very dissatisfied	1
Somewhat dissatisfied	2
Neither satisfied nor dissatisfied	3
Somewhat satisfied	4
Very satisfied	5
Prefer not to answer	8
Don't know	9

51. [ONLY ASK THOSE 18 AND OLDER] Thinking about the cost of living and your personal financial situation, are you currently...?

Falling behind on your monthly expenses	1
Just getting by, with no savings	2
Getting ahead, with some savings	3
Financially secure	4
Prefer not to answer	8
Don't know	9

52. From the list below, which adjectives do you think apply to you? [RANDOMIZE. SHOW IN GROUPS. SELECT ALL THAT APPLY.]

Happy
Resilient
Curious
Stressed
Fashionable
Open-minded
Modern
Anxious
Experimental
Social
Conservative
Humble
Responsible
Forgiving
Content
Wise
Tolerant
Cautious
Leader
Fair
Tough
Traditional
Concerned
Courageous
Hedonistic
Obedient

Driven
Depressed
Excitable
Lazy
Independent
Devoted
Reliable
Moody
Fun-loving
Determined
Caring
Understanding
Resourceful
Bubbly
Loyal
Dedicated
Strong
Funny
Neurotic
Trendy
Follower

53. Below is a list of values or character traits that may be important to some people and unimportant to others. Please pick up to five that are most important to you personally. [RANDOMIZE. SELECT UP TO FIVE.]

Being proud to be Canadian
Being of service to one's community
Making a difference
Being of good character
Tackling important challenges
Being compassionate
Being tolerant of others
Respecting tradition
Being determined or perseverant
Thinking independently, for oneself
Being creative
Being fun-loving

- Being spiritual
- Being curious
- Continuous learning and self-development
- Being successful
- Freedom to choose one's path
- Being loyal
- Being adventurous

54. What are up to three things you most want to achieve in life? [OPEN-END]

- a) Answer 1: [OPEN-END]
- b) Answer 2: [OPEN-END]
- c) Answer 3: [OPEN-END]

55. There are many different types of goals people might have for their life. For each of the following, please indicate which, if any, are personal goals of yours. [RANDOMIZE]

- Getting married or having a life partner
- Being a parent
- Owning a home
- Having a full-time, steady job
- Being engaged in your community
- Being proud of your job or career
- Being famous
- Being financially successful
- Being recognized (by your community or your peers)
- Having a good work/life balance
- Having a clear career path
- Having good friends
- Being liked
- Helping others

56. What kinds of things do you enjoy doing in your spare time? [SELECT ALL THAT APPLY.]

- Traveling
- Exercising/Working out/Being active
- Music

Playing sports	
Watching sports	
Hobbies (e.g., a craft, collecting something)	
Movies or shows	
Visual arts	
Hunting and/or fishing	
Gaming	
Cooking	
Cycling	
Performing	
Reading	
Conversing	
Texting	
Social media	
Getting together with people	
Volunteering	
Shopping	
Writing	
Learning	
Drinking	
Other [SPECIFY]	97
None of the above	98
Don't know/Prefer not to say	99

57. How closely do you follow news about current events?

Very closely	4
Somewhat closely	3
Not very closely	2
Not at all	1
Don't know/Prefer not to answer	9

Section 6: Demographics

The last few questions are strictly for statistical purposes. All of your answers are completely confidential.

58. What is the language you speak most often at home?

English	1
---------	---

French	2
Other (SPECIFY)	3
Prefer not to answer	9

59. In total, how many people (including you) live in your home?

1 (live alone)	1
2	2
3	3
4 or more	4
Prefer not to answer	9

60. [IF MORE THAN ONE PERSON LIVING IN HOME] Are there any people in each to following age groups living in your home? [SELECT ALL THAT APPLY]

Under 12 years of age	1
13-14 years of age	2
15-17 years of age	3
18 years of age	4
Prefer not to answer	9

61. What is the highest level of schooling that you have completed?

Less than a high school diploma or equivalent	1
High school diploma or equivalent	2
Registered apprenticeship or other trades certificate or diploma	3
College, CEGEP or other non-university certificate or diploma	4
University certificate or diploma below bachelor's level	5
Bachelor's degree	6
Post graduate degree above bachelor's level	7
Prefer not to answer	9

62. [ONLY ASK THOSE 18 AND OLDER] Which of the following categories best describes your total household income for 2019? That is, the total income of all persons in your household combined, before taxes?

Under \$20,000	1
\$20,000 to just under \$40,000	2

\$40,000 to just under \$60,000	3
\$60,000 to just under \$80,000	4
\$80,000 to just under \$100,000	5
\$100,000 to just under \$150,000	6
\$150,000 and above	7
Prefer not to answer	9

63. [ONLY ASK THOSE UNDER 18] In a typical week, how much spending money do you have?

Under \$20	1
\$20 to under \$40	2
\$40 to under \$60	3
\$60 to under \$80	4
\$80 to under \$100	5
\$100 to under \$150	6
\$150 and above	7
Prefer not to answer	9

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

Working full-time, that is, 30 or more hours per week	1
Working part-time, that is, less than 30 hours per week	2
Self-employed	3
Unemployed, but looking for work	4
A student attending school full-time	5
A student attending school part-time	6
Retired	7
Not in the workforce (full-time homemaker, unemployed, not looking for work)	8
Prefer not to answer	9

65. [IF Q64<4] Which of the following best describes your current occupation?

Business, finance and administration occupation	1
Natural and applied sciences and related occupation	2
Health occupation	3
Occupation in education, law and social, community and government services	4
Occupation in art, culture, recreation and sport	5

Sales and services occupation	6
Trades, transport and equipment operators and related occupation	7
Natural resources, agriculture and related production occupation	8
Occupation in manufacturing and utilities	9
Other [SPECIFY]	88
Prefer not to answer	99

66. How would you describe the area in which you live?

Urban	1
Suburban	2
Rural	3
Prefer not to answer	9

67. [ONLY ASK THOSE 18 AND OLDER] What is your marital status?

Single	1
Married/living with someone/common law	2
Separated/divorced	3
Widowed	4
Other	5
Prefer not to answer	9

68. Do you identify as any of the following? [SELECT ALL THAT APPLY]

An Indigenous person, that is, First Nations, Métis or Inuk (Inuit)	1
A member of an ethno-cultural or a visible minority group	2
A member of the LGBTQ2 community	3
None of the above	4
Prefer not to answer [THANK & TERMINATE]	99

69. What are the first three digits of your postal code?

[INSERT FIRST THREE DIGITS OF POSTAL CODE. FORMAT A1A]	
Prefer not to answer	9

[PRE-TEST ONLY ADD QUESTIONS A THRU J]

- A. Did you find any aspect of this survey difficult to understand? Y/N
- B. [IF A=YES] If so, please describe what you found difficult to understand.
- C. Did you find the way of the any of the questions in this survey were asked made it impossible for you to provide your answer? Y/N
- D. [IF C=YES] If so, please describe the problem with how the question was asked.
- E. Did you experience any difficulties with the language? Y/N
- F. [IF E=YES] If so, please describe what difficulties you had with the language.
- G. Did you find any terms confusing? Y/N
- H. [IF G=YES] If so, please describe what terms you found confusing.
- I. Did you encounter any other issues during the course of this survey that you would like us to be aware of? Y/N
- J. [IF I=YES] If so, what are they?

This concludes the survey. Thank you for your participation!

Looking for information about vaping products? Visit <https://healthycanadians.gc.ca/>.

APPENDIX C: FOCUS GROUP METHODOLOGY REPORT

Methodology

The qualitative phase of research involved 15 in-person focus groups with three segments of the Canadian population (18+): adults who currently vape but have never smoked; adults who currently vape but formerly smoked cigarettes; and, adults who currently vape and smoke cigarettes (dual users). Three sessions were conducted in each of the following cities across Canada: Halifax; Montreal; Toronto; Calgary; and, Vancouver. All sessions were 1.5 hours in length. The groups in Montreal were conducted in French. All others were conducted in English. Across all of the groups, the same discussion guide was used, however, for the Vancouver sessions only, one projection exercise was added asking participants to complete the sentence “vaping is...”.

Schedule and Composition of the Focus Groups

<i>City</i>	<i>Group</i>	<i>Audience</i>	<i>Number of Participants</i>	<i>Date/Time</i>
Halifax, NS	Group 1	Adults who currently vape but have never smoked	4*	Monday, February 3, 5:00 pm
	Group 2	Adults who currently vape but formerly smoked cigarettes	8	Monday, February 3, 6:30 pm
	Group 3	Adults who currently vape and smoke cigarettes (dual users)	8	Monday, February 3, 8:00 pm
Montreal, QC	Group 1	Adults who currently vape but have never smoked	7	Tuesday, February 4, 5:00 pm
	Group 2	Adults who currently vape but formerly smoked cigarettes	7	Tuesday, February 4, 6:30 pm
	Group 3	Adults who currently vape and smoke cigarettes (dual users)	8	Tuesday, February 4, 8:00 pm
Toronto, ON	Group 1	Adults who currently vape but have never smoked	8	Wednesday, February 5, 5:00 pm
	Group 2	Adults who currently vape but formerly smoked cigarettes	7	Wednesday, February 5, 6:30 pm
	Group 3	Adults who currently vape and smoke cigarettes (dual users)	8	Wednesday, February 5, 8:00 pm
Calgary, AB	Group 1	Adults who currently vape but have never smoked	8	Thursday, February 6, 5:00 pm
	Group 2	Adults who currently vape but formerly smoked cigarettes	8	Thursday, February 6, 6:30 pm
	Group 3	Adults who currently vape and smoke cigarettes (dual users)	8	Thursday, February 6, 8:00 pm
Vancouver, BC	Group 1	Adults who currently vape but formerly smoked cigarettes	8	Saturday, February 8, 10:00 pm
	Group 2	Adults who currently vape and smoke cigarettes (dual users)	8	Saturday, February 8, 11:30 pm
	Group 3	Adults who currently vape but have never smoked	8	Saturday, February 8, 1:00 pm
Total	-	-	113	-

*There was no re-screening done in Halifax, as result the first group included several participants who did not qualify for the session. Quality control measures were increased to ensure the rest of the groups had the desired amount of participants who qualified for the correct groups.

Recruitment

Participants were recruited using a five-minute screening questionnaire (included in Appendix C).

The target audiences were members of the general population, 18 years and older. The screener contained a series of standard screening questions to ensure participants qualified based on their vaping and smoking behaviour. Additionally, we screened participants to ensure a good mix of: gender, age, household income, ethnicity, etc. This heterogeneous sample was used in order to ensure the group more closely replicated the segment of the population being studied.

Our fieldwork subcontractor, Quality Response and their suppliers relied on proprietary lists to identify participants that fit the initial age and behavioural (currently vape - never smoked, previously smoked, and currently smoke) requirements. Initial outreach was conducted via email, followed up with telephone calls to pre-qualify respondents.

For groups in the Toronto area, Quality Response relied on their proprietary database of Canadians. For groups in other cities, Quality Response used selected suppliers who each have their own respective proprietary databases of Canadians living in their local area. The following local resources were relied on: Metroline (Halifax); MDA Recherche (Montreal); Qualitative Co-ordination (Calgary); and, Walmsley Research (Vancouver).

Quality Response's database includes approximately 35,000 Canadians with profiling on a range of attributes including standard personal demographics, household composition, medical background, technology usage, financial services, health and wellness, business profiles, and other relevant criteria. Their database is constantly being updated and replenished and operates out of their own, onsite telephone room in Toronto, Ontario. Potential group participants are recruited to their database via mixed-mode: online, referral, social media and print advertising.

Metroline's database includes approximately 4,500 Canadians in Nova Scotia. New participants are added to their database via referrals and online advertising. Metroline profiles their database for a variety of characteristics including but not limited to: location; marital status; occupation; income; smoking habits; drinking habits, etc.

MBA Recherche has a vast database which includes approximately 35,000 Canadians across Quebec. They use Google ads, their website, telephone RDD lists, and referrals to recruit new participants. In addition to a variety of demographics, MBA Recherche's profiling includes automobile types, substance use, and mobile phone attributes.

Qualitative Coordination's database is approximately 5,500 Calgarians. Qualitative Coordination uses referrals and online advertisements to find new participants. Their database is not profiled, and new registrants are only asked for their full name, email address, date of birth, and where they reside.

Walmsley Research's database is comprised of approximately 5,000 - 5,500 residents of Vancouver. They rely on referrals and online advertisements to recruit to their database. In addition to a variety of demographics, their database is profiled for: age of children, occupation, spouse's occupation, health issues, etc.

A total of 10 participants were recruited for each group. Reminder calls were made prior to the groups to confirm participants' intention to attend and to encourage higher rates of participation. Upon arrival, participants were required to provide photo identification to ensure they were the individual who had been recruited for that particular focus group. They were also re-screened onsite in every location but Halifax, prior to the focus groups to ensure the quality of participants.

Participants received a cash honorarium of \$100 in appreciation for their participation. This amount is consistent with honorariums for groups of this duration being conducted in major urban centres and is in line with the amount proposed to the federal government for this contract.

All groups were digitally-recorded and live online streaming was made available for observers to view the groups remotely. All participants were required to sign a consent form, prior to conducting the groups, acknowledging their consent to be recorded and viewed by Government of Canada employees both in-person and online (via webstreaming), for the purposes of review and analysis in preparation of this report.

Moderation

Given the timeline for the project, using two moderators allowed us to conduct all of the focus groups over the course of one week (5 nights).

The second moderator viewed the Toronto focus groups online via webstreaming to ensure that both moderators were aware of the flow of the focus groups and involved in any conversation about potential changes to the discussion guide or flow of conversation for each subsequent night/day.

In our experience, there is value in using multiple moderators (within reason) as it ensures that no single moderator develops early conclusions. Each moderator takes notes and summarizes their groups and after each night of groups, the moderators each provide the other with a debrief on the groups including the functionality of the discussion guide; any issues relating to recruitment, turnout, technology or the facility; and key findings including noting instances where they were unique and where they were similar to previous sessions. Together, they discuss the findings both on an ongoing basis in order to allow for probing of areas that require further investigation in subsequent groups and before the final results are reported.

A Note About Interpreting Qualitative Research Results

It is important to note that qualitative research is a form of scientific, social, policy and public opinion research. Focus group research is not designed to help a group reach a consensus or to make decisions, but rather to elicit the full range of ideas, attitudes, experiences and opinions of a selected sample of participants on a defined topic. Because of the small numbers involved the participants cannot be expected to be thoroughly representative in a statistical sense of the larger population from which they are drawn and findings cannot reliably be generalized beyond their number.

APPENDIX D: SCREENER

FOCUS GROUP SUMMARY

- Recruit 10 for 8 to show
- Group 1: Adults (18+) (QS4) who currently vape but have never smoked (QS5/S6/S7)
- Group 2: Adults (18+) (QS4) who currently vape but formerly smoked cigarettes (QS5/S6/S7)
- Group 3: Adults (18+) (QS4) who currently vape and smoke cigarettes (dual users) (QS5/S6)
- Ensure a good mix of gender, age, income, ethnicity, etc. (as best as possible for Group 1)

HALIFAX Monday, February 3, 2020

GROUP 1: Adults who currently vape but have never smoked	5:00 pm
GROUP 2: Adults who currently vape but formerly smoked cigarettes	6:30 pm
GROUP 3: Adults who currently vape and smoke cigarettes (dual users)	8:00 pm

MONTREAL Tuesday, February 4, 2020

GROUP 1: Adults who currently vape but have never smoked	5:00 pm
GROUP 2: Adults who currently vape but formerly smoked cigarettes	6:30 pm
GROUP 3: Adults who currently vape and smoke cigarettes (dual users)	8:00 pm

TORONTO Wednesday, February 5, 2020

GROUP 1: Adults who currently vape but have never smoked	5:00 pm
GROUP 2: Adults who currently vape but formerly smoked cigarettes	6:30 pm
GROUP 3: Adults who currently vape and smoke cigarettes (dual users)	8:00 pm

CALGARY Thursday, February 6, 2020

GROUP 1: Adults who currently vape but have never smoked	5:00 pm
GROUP 2: Adults who currently vape but formerly smoked cigarettes	6:30 pm
GROUP 3: Adults who currently vape and smoke cigarettes (dual users)	8:00 pm

VANCOUVER Saturday, February 8, 2020

GROUP 2: Adults who currently vape but formerly smoked cigarettes	10:00 am
GROUP 3: Adults who currently vape and smoke cigarettes (dual users)	11:30 am
GROUP 1: Adults who currently vape but have never smoked	1:00 pm

Respondent's name:	Interviewer:
Respondent's phone number:	Date:
Respondent's phone number:	Validated:
Respondent's email:	On quotas:

Hello/Bonjour, my name is _____ and I'm calling on behalf of Earncliffe, a national public opinion research firm. We are organizing a series of discussion groups on issues of importance to Canadians, on behalf of the Government of Canada. We are looking for people who would be willing to participate in a discussion group. Participants will receive an honorarium for their participation. May I continue?

- Yes CONTINUE
- No THANK AND TERMINATE

Participation is voluntary. We are interested in hearing your opinions; no attempt will be made to sell you anything or change your point of view. The format is a 'round table' discussion led by a research professional. All opinions expressed will remain anonymous and views will be grouped together to ensure no particular individual can be identified. But before we invite you to attend, we need to ask you a few questions to ensure that we get a good mix and variety of people. May I ask you a few questions?

- Yes CONTINUE
- No THANK AND TERMINATE

READ TO ALL: "This call may be monitored, or audio taped for quality control and evaluation purposes."

ADDITIONAL CLARIFICATION IF NEEDED:

- To ensure that I (the interviewer) am reading the questions correctly and collecting your answers accurately;
- To assess my (the interviewer) work for performance evaluation;
- To ensure that the questionnaire is accurate/correct (i.e. evaluation of CATI programming and methodology – we're asking the right questions to meet our clients' research requirements – kind of like pre-testing)
- If the call is audio taped, it is only for the purposes of playback to the interviewer for a performance evaluation immediately after the interview is conducted or it can be used by the Project Manager/client to evaluate the questionnaire if they are unavailable at the time of the interview – all audio tapes are destroyed after the evaluation.

READ TO ALL: "The information collected will be used for research purposes only and handled according to the Privacy Act of Canada.*"

*IF ASKED:

- The personal information you provide is protected in accordance with the Privacy Act and is being collected under the authority of section 4 of the Department of Health Act. The information you provide will not be linked with your name on any document including the consent form or the discussion form. In addition to protecting your personal information, the Privacy Act gives you the right to request access to and correction of your personal information. You also have the right to file a complaint with the Office of the Privacy Commissioner if you feel your personal information has been handled improperly. For more information about these rights, or about our

privacy practices, please contact Health Canada's Privacy Coordinator at 613-948-1219 or hc.privacy-vie.privee.sc@canada.ca.

S1. Do you or any member of your household work for...

	Yes	No
A marketing research firm	1	2
A magazine or newspaper, online or print	1	2
A radio or television station	1	2
A public relations company	1	2
An advertising agency or graphic design firm	1	2
An online media company or as a blog writer	1	2
The government, whether federal, provincial or municipal	1	2
An association, organization or company whose activities relate in any way to tobacco, smoking, e-cigarettes or vaping	1	2
Smoking cessation company	1	2
Legal or law firm	1	2

IF "YES" TO ANY OF THE ABOVE, THANK AND TERMINATE.

S2. **DO NOT ASK** – NOTE GENDER (*ENSURE A GOOD MIX*)

Male 1
 Female 2

S3. Do you normally (at least half the year) reside in the [INSERT CITY] area?

Yes 1 CONTINUE
 No 2 THANK AND TERMINATE

S4. Could you please tell me which of the following age categories you fall into? Are you... (*ENSURE A GOOD MIX*)

18-19 years	1	
20-24 years	2	
25-39 years	3	
40-44 years	4	
45-49 years	5	
50-55 years	6	
56+	7	
Prefer not to say	9	THANK AND TERMINATE

S5. For each of the following, please indicate whether you have done this in the past 30 days or not.

- a) Used vaping products containing nicotine
- b) Used vaping products that only contained flavours – it contained no nicotine and no cannabis
- c) Used vaping products, but I’m not sure if they contain nicotine or not
- d) Used vaping products with cannabis

Yes	1	CONTINUE TO S6 IF YES TO A, B <u>OR</u> C
No	2	THANK AND TERMINATE IF NO TO A, B <u>AND</u> C
Prefer not to say	9	THANK AND TERMINATE

MUST SAY YES TO AT LEAST ONE OF A, B OR C TO QUALIFY FOR ANY GROUP.

S6. At the present time, do you smoke cigarettes (including cigarettes that are bought ready-made as well as cigarettes that you make yourself with only tobacco) every day, occasionally, or not at all?

Every day	1	RECRUIT FOR GROUP 3
Occasionally	2	RECRUIT FOR GROUP 3
Not at all	3	CONTINUE TO S7
Prefer not to say	9	THANK AND TERMINATE

S7. Have you smoked at least 100 tobacco cigarettes in your life?

Yes	1	RECRUIT FOR GROUP 2
No	2	RECRUIT FOR GROUP 1
Prefer not to say	9	THANK AND TERMINATE

S8. What is your current employment status? *ENSURE GOOD MIX*

Working full-time	1	
Working part-time	2	
Self-employed	3	
Retired	4	
Unemployed	5	
Student	6	
Other	7	
DK/NR	9	THANK AND TERMINATE

S9. 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 [READ LIST]? *ENSURE GOOD MIX*

Under \$20,000	1	
\$20,000 to under \$40,000	2	
\$40,000 to under \$60,000	3	
\$60,000 to under \$80,000	4	
\$80,000 to under \$100,000	5	
\$100,000 to under \$150,000	6	
\$150,000 or more	7	
DK/NR	9	THANK AND TERMINATE

S10. What is the highest level of education that you have completed? *ENSURE GOOD MIX*

Some high school	1	
High school diploma or equivalent	2	
Registered apprenticeship or other trades certificate or diploma	3	
College, CEGEP or other non-university certificate or diploma	4	
University certificate or diploma below bachelor’s level	5	
Bachelor’s degree	6	
Post graduate degree above bachelor’s level	7	

S11. Have you participated in a discussion or focus group before? A discussion group brings together a few people in order to know their opinion about a given subject.

Yes	1	
No	2	SKIP TO S15

DK/NR 9 THANK AND TERMINATE

S12. When was the last time you attended a discussion or focus group?

If within the last 6 months 1 THANK AND TERMINATE

If not within the last 6 months 2 CONTINUE

DK/NR 9 THANK AND TERMINATE

S13. How many of these sessions have you attended in the last five years?

If 4 or less 1 CONTINUE

If 5 or more 2 THANK AND TERMINATE

DK/NR 9 THANK AND TERMINATE

S14. And what was/were the main topic(s) of discussion in those groups?

IF RELATED TO TOBACCO, SMOKING, CIGARETTES, VAPING, NICOTINE, GOVERNMENT POLICY ON TOBACCO (INCLUDING SMOKING, CIGARETTES, VAPING, NICOTINE, ETC.), THANK AND TERMINATE

S15. Participants in discussion groups are asked to voice their opinions and thoughts. How comfortable are you in voicing your opinions in front of others? Are you... (READ LIST)

Very comfortable 1 MINIMUM 4 PER GROUP

Somewhat comfortable 2 CONTINUE

Not very comfortable 3 THANK AND TERMINATE

Not at all comfortable 4 THANK AND TERMINATE

DK/NR 9 THANK AND TERMINATE

S16. Sometimes participants are asked to read text and/or review images during the discussion. Is there any reason why you could not participate?

Yes 1 THANK AND TERMINATE

No 2 CONTINUE

DK/NR 9 THANK AND TERMINATE

S17. The discussion group will take place on [INSERT DATE @ TIME] for up to 90 minutes and participants will receive [INSERT AMOUNT] for their time. Would you be willing to attend?

Yes	1	RECRUIT
No	2	THANK AND TERMINATE
DK/NR	9	THANK AND TERMINATE

PRIVACY QUESTIONS

Now I have a few questions that relate to privacy, your personal information and the research process. We will need your consent on a few issues that enable us to conduct our research. As I run through these questions, please feel free to ask me any questions you would like clarified.

P1) First, we will be providing the hosting facility and session moderator with a list of respondents’ names and profiles (screener responses) so that they can sign you into the group. This information will not be shared with the Government of Canada department organizing this research. Do we have your permission to do this? I assure you it will be kept strictly confidential.

Yes	1	GO TO P2
No	2	GO TO P1A

We need to provide the facility hosting the session and the moderator with the names and background of the people attending the focus group because only the individuals invited are allowed in the session and the facility and moderator must have this information for verification purposes. Please be assured that this information will be kept strictly confidential. GO TO P1A

P1a) Now that I’ve explained this, do I have your permission to provide your name and profile to the facility?

Yes	1	GO TO P2
No	2	THANK & TERMINATE

P2) An audio and/or video tape of the group session will be produced for research purposes. The tapes will be used only by the research professional to assist in preparing a report on the research findings and will be destroyed once the report is completed.

Do you agree to be audio and/or video taped for research purposes only?

Yes	1	THANK & GO TO P3
No	2	READ RESPONDENT INFO BELOW & GO TO P2A

It is necessary for the research process for us to audio/video tape the session as the researcher needs this material to complete the report.

P2a) Now that I’ve explained this, do I have your permission for audio/video taping?

Yes	1	THANK & GO TO P3
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No 2 THANK & TERMINATE

P3) Employees from Health Canada and/or the Government of Canada may be onsite to observe the groups in-person from behind a one-way mirror.

Do you agree to be observed by Government of Canada employees?

Yes 1 THANK & GO TO INVITATION
 No 2 GO TO P3A

P3a) It is standard qualitative procedure to invite clients, in this case, Government of Canada employees, to observe the groups in person and online. They will be seated in a separate room and observe from behind a one-way mirror or will stream the session live online. They will be there simply to hear your opinions firsthand although they may take their own notes and confer with the moderator on occasion to discuss whether there are any additional questions to ask the group.

Do you agree to be observed by Government of Canada employees?

Yes 1 THANK & GO TO INVITATION
 No 2 THANK & TERMINATE

INVITATION:

Wonderful, you qualify to participate in one of our discussion sessions. As I mentioned earlier, the group discussion will take place on [INSERT DATE AND TIME] for up to 90 minutes.

Do you have a pen handy so that I can give you the address where the group will be held? It will be held at: [PROVIDE FACILITY NAME AND ADDRESS].

HALIFAX Monday, February 3, 2020 Narrative Research 5001-7071 Bayers Road Halifax, NS B3L 4V2 T: 902.493.3820	Honorarium: \$100 5:00 pm 6:30 pm 8:00 pm
MONTREAL Tuesday, February 4, 2020 CRC Research 1610 Saint-Catherine Street West, Suite 411 Montreal, QC H3H 2S2 T: 800.932.7511	Honorarium: \$100 5:00 pm 6:30 pm 8:00 pm
TORONTO Wednesday, February 5, 2020	Honorarium: \$100

CRC Downtown	5:00 pm
1255 Bay Street, Suite 300	6:30 pm
Toronto, ON M5R 2A9	8:00 pm
T: 416.929.4669 X2	
CALGARY Thursday, February 6, 2020	Honorarium: \$100
Qualitative Coordination	5:00 pm
707 10 th Avenue SW, Suite 120	6:30 pm
Calgary, AB T2R 0B3	8:00 pm
T: 403.229.3500	
VANCOUVER Saturday, February 8, 2020	Honorarium: \$100
Vancouver Focus	10:00 am
503-1080 Howe Street	11:30 am
Vancouver, BC V6Z 2T1	1:00 pm
T: 604.682.4292	

We ask that you arrive fifteen minutes early to be sure you find parking, locate the facility and have time to check-in with the hosts. The hosts may be checking respondents’ identification prior to the group, so please be sure to bring some personal identification with you (for example, a health card, a student card, or a driver’s license). If you require glasses for reading, make sure you bring them with you as well.

As we are only inviting a small number of people, your participation is very important to us. If for some reason you are unable to attend, please call us so that we may get someone to replace you. You can reach us at [INSERT PHONE NUMBER] at our office. Please ask for [NAME]. Someone will call you in the days leading up to the discussion to remind you.

So that we can call you to remind you about the discussion group or contact you should there be any changes, can you please confirm your name and contact information for me?

- First name
- Last Name
- Email
- Daytime phone number
- Evening phone number

If the respondent refuses to give his/her first or last name or phone number please assure them that this information will be kept strictly confidential in accordance with the privacy law and that it is used strictly to contact them to confirm their attendance and to inform them of any changes to the discussion group. If they still refuse THANK & TERMINATE.

APPENDIX E: DISCUSSION GUIDE

Introduction

15 min 15 min

Moderator introduces herself/himself and her/his role: role of moderator is to ask questions, make sure everyone has a chance to express themselves, keep track of the time, be objective/no special interest.

- The name of the firm the moderator works for, and the type of firm that employs them (i.e. an independent marketing research firm)
 - Role of participants: speak openly and frankly about opinions, remember that there are no right or wrong answers and no need to agree with each other.
 - Results are confidential and reported all together/individuals are not identified/participation is voluntary.
 - The length of the session (1.5 hours).
 - The presence of any observers, their role and purpose, and the means of observation (one-way mirror, teleconference/webstreaming; colleagues viewing in the back room and listening in remotely).
 - The presence and purpose of any recording being made of the session (audio and video taping of the discussion).
 - Turn off cell phones for the duration of the discussion.
-
- Moderator to explain the research purpose and disclose the research sponsor, described, at a minimum. The Government of Canada, Health Canada, specifically, is exploring the topic of vaping, smoking and nicotine, more specifically.

Moderator will go around the table and ask participants to introduce themselves.

Given the topic of our discussion today, I would like to ask each of you to introduce yourselves by your first name only, and to also share how long you have been vaping, how frequently you vape (i.e., hourly, daily, weekly, etc.), and what you vape normally (i.e. vaping products containing nicotine and what concentration, flavours vaped (with or without nicotine), cannabis, etc.).

Vaping Initiation

20 min 35 min

To start off, I would like to start with a fairly general question.

- [VANCOUVER ONLY On the paper in front of you, please complete each of the following sentences: Vaping is... The best thing about vaping is... Vaping makes me feel... When I think about the future of my vaping...]
- What does vaping mean to you? [VANCOUVER ONLY: How did you finish the first three sentences “Vaping is... The best thing about vaping is... Vaping makes me feel...”]
- How do you classify vaping products? Why?

- *Probe: Something to do for fun/recreational? Smoking cessation tool? Something to do to fit in? Something else?*
- Can you tell me why you vape?
 - What do you like about vaping? Why do you say that?
 - Is there anything you don't like about vaping? Why do you say that?
- Can you please describe for me how you started vaping?
 - What was your primary motivation for trying vaping?
 - Where were you? Who were you with?
 - How have your perceptions of vaping changed over time – more positive, more negative or no change? Why do you feel that way?
 - That first time, do you remember where you got the device? *Probe: Do you remember if you had your own device or did you try using someone else's?*
 - Was it in a package or was it passed around?
 - *[IF PASSED AROUND]* At what point did you get your own device?
 - Where did you get it? What were you looking for?
- Generally, would you say you view vaping as more or less harmful than smoking cigarettes? Why?

GROUP 1 (VAPERS, NEVER SMOKERS)

- Have you ever thought about smoking? Why or why not?
- As far as you're concerned, how is vaping different than smoking, if at all? Why do you say that?
- Do you think you might try smoking? Why or why not?

GROUP 2 (VAPERS, FORMER SMOKERS)

- How long has it been since you smoked cigarettes?
- When you smoked, how frequently did you smoke? How many cigarettes per day would you say you smoked?
- What is the difference, if any, between vaping and smoking? Why do you say that?
- Was your first experience vaping different than your first experience smoking? How so?
- Was there ever a time when you vaped and smoked at the same time?
 - Which did you do first?
 - Why are you vaping now instead of smoking?

GROUP 3 (DUAL USERS)

- Which did you start first – vaping or smoking cigarettes?
- How long have you been vaping and smoking cigarettes?
 - How frequently do you smoke cigarettes (i.e. how many cigarettes per day would you say you smoke)?
 - How many cigarettes would you estimate are replaced by what quantity of vaping? (*MODERATOR TO TRY TO GET AN ESTIMATE*).
- How do you decide which to do at any given time? In other words, do you choose which to use based on circumstance? Please explain.
- Why did you move to the other substance?

- Was your first experience vaping different than your first experience smoking? How so?

Understanding Current Vaping Behaviours

20 min 55 min

I would like to spend a few minutes better understanding your current vaping behaviours. To help inform that discussion, by any chance, did anyone bring their vaping devices and/or products? *[IF YES]* Would you mind taking them out?

What type of device do you use?

- [HANDS UP] Those of you who use a disposable (not refillable or rechargeable) vaping device (e.g. cig-a-like)?
- [HANDS UP] Those of you who use a vaping device with a tank that you fill with liquid (e.g. mods)?
- [HANDS UP] Those of you who use a vaping device with replaceable pre-filled cartridges or pods?

For each type...

- Why do you use/did you chose that specific product?
 - Where did you purchase it, or did someone give it to you or buy it for you?
- Have you tried a number of different devices? Why or why not?
 - What are the differences you have perceived?
- Do you switch between devices? Why?
- Do you keep your device in the original package, or do you throw it away? Why?
- *[THOSE WHO USE A DEVICE WITH PODS]* What kinds of pods do you use? Why?
 - Have you noticed a difference in the products?
- [HANDS UP] Have you heard the term nicotine salts before?
 - What have you heard and where?
 - Does anyone prefer nicotine salts? Why?
- What role does price play in your decision to vape? How so?
 - Have you ever tried/switched vaping devices or products because of price? Why?
 - Did you notice any differences in the quality of the products?
 - What about in the vaping experience?
- How do you think people who vape are perceived/viewed by society?
- Do you identify with this perception? Why or why not?

- How or in what ways does it affect your behaviour, if at all? Why?
- How do you think people who smoke are perceived/viewed by society?
 - Are they viewed differently than those who vape or the same? Why do you think that?

Role of Nicotine and Flavours

20 min 75 min

Now let's spend a few minutes talking about flavours and nicotine.

- What role, if any, does flavouring play in your choice to vape? Why?
 - Is it that you have found a flavour or flavours that you really like or that there are so many flavours to choose from? How so?
 - Do you tend to stick to one flavour or do you tend to switch around and try different flavours? Why? In what circumstances do you switch? In other words, what prompts you to switch?
 - If mentions fruit flavour, do you tend to switch from one fruit flavour to another? Do you consider that “switching” flavours?
- What does “fruit” flavour mean?
 - Are there specific flavours associated with fruit that you use? Why?
- What is it about fruit flavours that you find appealing?
 - Does the experience of vaping fruit flavours taste different? How so?
 - Do you think you could ever separate smell from taste with regards to vaping flavours? Why or why not?
- What role, if any, does nicotine play in your choice to vape? Why?
 - Does it play an important role in why you vape? How so?
 - What is it about nicotine? Do you get a hit that is particularly appealing or important?
 - Have you tried vaping products without nicotine? What was your reaction/experience?
- Generally, do you know how much nicotine you are consuming when you vape?
 - How do you know?
 - Is it something you pay attention to? Why or why not?
 - How did you decide which level of nicotine to vape? Why?
 - What level of nicotine concentration are you typically using (either as a percentage or in mg/ml)?
 - Do you ever switch up your nicotine concentrations? Why?
- What does nicotine addiction mean to you?
 - Would anyone here say they are addicted to nicotine? Why or why not?
 - How would you say nicotine addictions differs from say being addicted to chocolate or something else?

Future Intentions

10 min

85 min

To wrap up, I would like to understand your future intentions.

- [VANCOUVER ONLY: How did you finish the last sentence on that handout “When I think about the future of my vaping...”]
- Do you envision a time when you think you might want to stop vaping?
 - When would that be? Why?
 - Do you have the sense that it will be easy or hard to stop vaping? Why do you think that?
 - How would you imagine you would go about quitting?
 - What, if anything, do you think you will use or need to help you quit vaping?

GROUP 2 (VAPERS, FORMER SMOKERS)

- How did you go about quitting smoking?
 - What was your process?
- Had you tried other cessation tools? How did they compare to vaping?
 - Were any others successful? Which ones and how so?
- Did you get advice about how to go about doing this? From whom?
 - What was the advice?
- How long was it before you fully transitioned to vaping? Please explain.
- If you were to try to stop vaping, do you think it be easier or harder than when you stopped smoking? Why?

GROUP 3 (DUAL USERS)

- Do you envision a time when you might want to quit smoking? Why or why not?
 - [IF VAPING TO QUIT SMOKING] Do you have a plan? What is it? How was it developed?
 - Did you get advice? From whom?
- If you were to quit smoking, would switching to only vaping be the first step in your plan or would you try something else? Why?
- Do you envision a time when you might want to stop vaping and keep smoking cigarettes? Why?

Conclusion

5 min

90 min

MODERATOR TO CHECK IN THE BACK ROOM AND PROBE ON ANY ADDITIONAL AREAS OF INTEREST.

- This concludes what we needed to cover tonight. We really appreciate you taking the time to come down here to share your views. Your input is very important.
- Reminder to those in the first/second group about reserving comments so as not to influence those waiting at reception for the next group.

APPENDIX F: HANDOUT

**Please note the Handout was used only with participants in Vancouver.*

Please read and complete the sentence. Just write down the first thing that comes to mind—it can be a single word or a phrase.

Vaping is something...

The best thing about vaping is....

Vaping makes me feel...

When I think about the future of my vaping...