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Vapers Online Survey to Measure Attitudes and Behaviours Regarding Vaping Over Time (2019 to 2020)

Final Report

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Canada 

Vapers Online Survey to Measure Attitudes and Behaviours Regarding Vaping Over Time (2019 to 2020)

Final report

Prepared for Health Canada by Environics Research

June 2020

This public opinion research report presents the results of an online survey conducted by Environics Research on behalf of Health Canada. The research was conducted between March 25 and April 14, 2020 with Canadians aged 15 and over who are vapers and participated in the February or June 2019 waves of the Health Canada Vapers Online Survey.

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Executive summary

Background and objectives

The Tobacco and Vaping Products Act (TVPA) came into force in May of 2018 and created a new legal framework for regulating vaping products to protect young persons from nicotine addiction and inducements to tobacco use, while allowing adults to legally access vaping products as a less harmful alternative to tobacco.

Currently, there is limited understanding of how the transition between products occurs among people who are smoking and using vaping products at the individual level. This research explores changes in behaviour over time among those who identified as regular vapers in the 2019 waves of the Health Canada Vapers Online research, including “dual users” (people who smoked and vaped): are they continuing to dual use, returning to using cigarettes only, successfully completely switching, or have quit nicotine altogether.

The main objective of this research was to understand patterns of use over time at the individual level with respect to vaping products. The research also gathered attitudes and behaviours of Canadians who are regular vapers aged 15 years and older with respect to vaping products. Specific research objectives include, but are not limited to, the following:

- To measure changes in patterns of use among regular vapers over time;
- To understand changes in patterns of dual users over time;
- To measure Canadian regular vapers’ level of awareness and knowledge around vaping products;
- To gather information on Canadian regular vapers’ behaviours with respect to vaping products, including product evolution;
- To gather information on the vaping devices and e-liquids currently being used by Canadian vapers.

Methodology

To address the research objectives, a quantitative Return to Sample (RTS) online survey was conducted with Canadians aged 15 and older who participated in the February and June 2019 waves of the Health Canada Vapers Panel online survey. All of those who completed one of the earlier surveys were invited to participate in the 2020 follow-up.

Each respondent was classified as a **regular vaper** if they have vaped at least once a week for the past four weeks and **current smokers** are those who have smoked daily or occasionally in the past month. Respondents who were both regular vapers and current smokers were classified as **dual users**. All of those invited to participate were identified as regular vapers in 2019.

A total of 4,018 invitations were sent and 992 respondents completed the 2020 survey (a response rate of 25%). The survey was conducted using the same panel sample sources as the 2019 studies between **March 25th and April 14th, 2020**. This means that this survey was fielded while most parts of Canada were under shutdown due to the COVID-19 pandemic. No quotas were used to allow every potential participant to respond. Weighting was used to match respondents to the *2017 Canadian Tobacco Alcohol and Drugs Study* (CTADS) study in terms of region, gender and age to maintain demographic consistency.

The age groups presented in the report are defined as follows: youth (15-19 years old), young adults (20-24 years old) and adults (25+ years old).

The original sample sources (and, therefore, the 2020 sample) was drawn from among panels of individuals who have agreed 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, and the results cannot be described as statistically projectable to the target population.

Please note: this sample cannot be considered representative of regular vapers as a whole, since it excludes individuals who became regular vapers between 2019 and 2020 (i.e., no “new” vapers were invited to the survey).

Contract value

The contract value was \$78,194.49 (HST included).

Key findings

This research explores changes in behavior over time among those who were identified as regular vapers in 2019 and responded to the follow-up 2020 survey (n=992). Using the operationalized definitions of regular vapers and current smokers within this study, substantial movements among behavioural groups were observed. Half of respondents (54%) have changed either their vaping or smoking status or both, since they were surveyed in 2019. Mapping these shifts in behaviour identifies groups which are important to Health Canada (the proportions cited in the bullets below are based on total sample for ease of interpretation):

- **Status Quo Dual Users (30% of respondents):** those who continue to both vape and smoke as they did in 2019. This group comprises people who are explicitly using vaping to try to quit smoking as well as some who vape for other reasons. This is the single largest group, representing three in ten of all respondents.
- **Quit Smoking (former dual users who now vape only, or neither smoke nor vape – 11%):** those who have transitioned away from smoking to vaping only (6%) or to using neither (5%).
- **Relapsed Smokers (former smokers who are now smoking again, either alone or with vaping – 5%):** This group is made up of former smokers who were (only) vaping in 2019, but are now smoking again, indicating they have relapsed to smoking. A slightly higher proportion of this group are now dual users (3% of total), while the rest are now smoking again but no longer regularly vaping (2% of total).
- **New Smokers (never smokers who have started smoking, either alone or with vaping – 8%):** people who in 2019 were regular vapers only and had never smoked, who now do, suggesting that vaping may be a step for some to smoking. A slightly higher proportion of this group are now dual users (5% of total), while the rest are now smoking but no longer vaping (3% of total).

In total, 13 percent of the 2020 sample were not smoking in 2019 but are now doing so. This offsets the 11 percent of the 2020 sample who are previous dual users who gave up smoking; as a result, the overall smoking rate within the total sample remains roughly the same (58% in 2019 and 60% in 2020).

Underlying these findings, however, is some fluidity in behaviour. Respondents have been placed in discrete groups of regular/former vapers and current/non-current smokers based on this point in time, while their

responses throughout the survey indicate their behaviours may be situational or occasional rather than permanent. For instance, some former smokers who have relapsed say they smoke as “an occasional convenience” (despite their smoking use being sufficiently high to be classified as current smokers, meaning they have smoked within the past 30 days). Another example is that while four in ten are no longer regular vapers (suggesting they have, in fact, quit), a small proportion (3% of total sample) are still vaping occasionally (but less often than once per week in the past month). Moreover, many respondents are also currently attempting to quit either vaping, smoking or both, indicating shifts in their use of these substances that are not easily captured at a single point in time.

Additional findings of the research are summarized below:

Vaping Behaviour

- The 60 percent of respondents who are still regular vapers in 2020 are more likely to have vaped with nicotine in the past month than did all regular vapers in 2019 (76% and 63%, respectively); this suggests that the 40 percent who stopped regularly vaping skewed (previously) to non-nicotine liquids. Currently, vaping with nicotine is most widespread among status quo dual users (81%) and least so among continued vapers only (67%). Relatively few regular vapers report having increased the nicotine concentration of their vaping liquid over the past six months (14%), the main reason being to increase their enjoyment from vaping.
- Approximately half of regular vapers (53%) use one device; the minority who use multiple devices (42%) do so for the novelty or the ability to alternate between flavours. Juul is by far the most popular brand, used by a third of all regular vapers in 2020 and four in ten or more youth (45%) and young adult (41%) vapers. Most (82%) say they have not switched brands since 2019; similarly, reported spending on devices and liquids remains static at an average of \$53 for devices/components each month and \$52 for liquids.
- Flavour preferences have remained stable since 2019. Fruit flavours continue to be preferred by all age groups, with tobacco flavour a close second among adult vapers.
- Vaping and smoking are considered similarly important in the day-to-day lives of their respective users, and dual users do not value one activity/substance more than another. However, there is a clear difference in the stigma felt by smokers and vapers: smokers more often feel negatively judged for their behaviour (75%) than do vapers (57%), a pattern that holds true among dual users (73% for smoking and 60% for vaping).
- While cigarettes remain perceived as the most harmful to health, perceptions of harm from vaping have increased since 2019. The increase in perceptions of harm is evident both for vaping products with (from 72% saying they are harmful in 2019 to 77% in 2020) and without nicotine (from 33% in 2019 to 49% in 2020), although nicotine products continue to be viewed as more harmful than non-nicotine products.
- Among regular vapers, half (48%) have ever tried to quit vaping, including one-quarter (24%) who are currently trying. However, only one in ten regular vapers are both trying to quit **and** describe their attempt as 'very serious.'

Smoking among Dual Users, New and Relapsed Smokers

- The results suggest that vaping helps dual users reduce their frequency of smoking and daily number of cigarettes smoked, both of which are lower than among smokers who stopped vaping since 2019. By comparison, new and relapsed smokers tend to be occasional (rather than daily) smokers and report a relatively lower number of cigarettes per day. In terms of self-perceptions, a majority of these new and relapsed smokers see themselves as primarily vapers (52% and 53%, respectively); in contrast, status quo

dual users tend to see themselves as both a vaper and a smoker (66%). Both new and relapsed smokers say they are smoking (again) mainly to cope with stress, but also from being around others who smoke.

- Dual users commonly vape at times and places where they cannot smoke: on average, they do so four times a day. This is more common amongst relapsed smokers (average of eight times per day).
- Dual users who are new smokers give varied reasons for why they vape (including to reduce stress and because their friends vape), with reducing or quitting smoking being relatively minor reasons for doing so when compared to other types of dual users.

Vaping As Smoking Cessation

- A major theme among regular vapers is the use of vaping to cut down or quit smoking. Reducing or eliminating cigarettes is the main reason for vaping among status quo dual users and relapsed smokers; despite their use of vaping for this purpose, status quo dual users say they are still smoking from habit and the difficulty of breaking their addiction. On a similar note, regular vapers who have successfully quit smoking at any time in the past say they still vape as an alternative to smoking and because it helps them avoid relapse.
- The difficulty inherent in quitting smoking is evident in the data. Most current dual users are either already trying to quit (39%) or plan to quit smoking in the future (47%). However, only three in ten quit attempts by current dual users are described as very serious, and very few (11%) are planning a quit attempt in the immediate future (within the next month). Dual users who are new smokers are least likely to be currently trying to quit smoking, but most likely to be planning to quit in the next month.
- Despite the relatively widespread desire among dual users to quit smoking, relatively few appear well-prepared to do so. No more than one-quarter say they are very likely to use any type of cessation aid, including vaping products with (22%) or without nicotine (20%), nicotine patches (17%) or nicotine gum (19%). Four in ten (40%) have received advice or information on how to use vaping to quit, and only one-third (34%) have a specific strategy for using vaping to replace smoking in their quit attempt.
- By comparison, the small group that has successfully quit smoking since 2019 (regardless of current vaping status) most commonly used vaping products with nicotine to do so (46%), as well as a variety of other methods including non-nicotine vaping products and nicotine gum.

Successful Vaping Cessation

- Of the total sample, four in ten (40%) reported that they have quit vaping since 2019 in the 2020 survey. Among these, concerns about the health impacts of vaping and the negative media coverage are cited as their primary reasons. Three in ten (28%) received guidance or advice on how to quit vaping, with the most common messages being that it is harmful and they should quit vaping cold turkey. A majority (59%) of this group employed a strategy of reducing their frequency of vaping to help them quit, while a quarter (25%) lowered their nicotine strength. Half (52%) did not use any cessation aids to help them quit, but this skews to non-smokers who have quit vaping over current smokers who quit vaping.
- Most of those who no longer vape say stopping was easy (65%), although only one in four say it was very easy (28%); on average, they required two attempts to quit vaping. Current smokers found it easier than non-smokers (70% and 59%, respectively). Among those who have quit both smoking and vaping in the past, there is no comparison: a majority (55%) say quitting vaping is easier and almost none (2%) say quitting smoking is easier.

- For those who have successfully quit vaping, the most common indicators are a lack of cravings (26%) and the fact that they have refrained from vaping for a long period of time (21%); a third say that it may be too early to tell or can't say how will know they have quit successfully (33%).

Cannabis Use

- More than half of all respondents (56%) have used cannabis in the past 30 days. Cannabis use is more widespread among regular vapers (61%) than among former vapers (50%), and is particularly high among new smokers (75%), suggesting that new smokers (who skew younger) may represent a higher-risk group who are using and/or experimenting with multiple substances.

Political neutrality statement and contact information

I hereby certify as senior officer of Environics that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada, and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.



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Introduction

Background

The Tobacco and Vaping Products Act (TVPA) came into force in May of 2018 to regulate the manufacture, sale, labelling and promotion of tobacco products and vaping products sold in Canada. The Act created a new legal framework for regulating vaping products to protect young persons from nicotine addiction and inducements to tobacco use, while allowing adults to legally access vaping products as a less harmful alternative to tobacco.

As part of its objective of reducing tobacco use to less than 5% by 2035, Health Canada needs to support users in their cessation efforts to quit tobacco long-term. Currently, there is limited understanding of transitions between products among people who are smoking and using vaping products at the individual level. This research explores changes in behaviour over time among those who identified as regular vapers in the 2019 waves of the Health Canada Vapers Online research, including “dual users” (people who smoked and vaped): are they continuing to dual use, returning to using cigarettes only, successfully completely switching, or have quit nicotine altogether.

The research will help Health Canada understand long-term patterns at the individual rather than at the population level. By returning to the same participants, individual patterns of behaviour are mapped out. Findings from this research will assist Health Canada in refining messaging and programs as it works towards reducing tobacco use among Canadians.

Research objectives

The main objective of this research was to understand patterns of use over time at the individual level with respect to vaping products. The research also gathered attitudes and behaviours of Canadians who are regular vapers aged 15 years and older with respect to vaping products. Specific research objectives include, but are not limited to, the following:

- To measure changes in patterns of use among regular vapers over time;
- To understand changes in patterns of dual users over time;
- To measure Canadian regular vapers level of awareness and knowledge around vaping products;
- To gather information on Canadian regular vapers behaviours with respect to vaping products, including product evolution;
- To gather information on the vaping devices and e-liquids currently being used by Canadian vapers.

About the report

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

Results from the previous waves of research (February and June 2019) are provided merged together where the same or similar questions were asked. The results for 2019 are filtered to include only the responses from 2019 respondents who also completed the 2020 wave. These results are provided as a point of comparison, but statistical testing is not done from wave to wave since they do not use probability samples.

Each respondent is classified as either a **Regular Vaper** (vaped at least once a week for the past four weeks) or a **Non-Vaper**. Respondents are also grouped into one of three segments as per their smoking status: **Current Smokers** (daily or occasional smokers), **Former Smokers** (not currently smoking, but have smoked 100 cigarettes over their lifetime) and **Never Smokers** (have never smoked a whole cigarette, or are not currently smoking and have not smoked 100 cigarettes over their lifetime). Respondents who are both Regular Vapers and Current Smokers are classified as **Dual Users**.

Since the focus of the report is on the different subgroups of vapers and smokers, and how their behaviour has changed since 2019, further subdividing these subgroups by region or demographics (e.g., age, gender) has limited utility. Where subgroup comparisons are given, they present only 2020 data unless otherwise explicitly stated. Statistically significant differences between subgroups are bolded where they exist. The age groups presented in the report are defined as follows: youth vapers (15-19 years old), young adult vapers (20-24 years old) and adult vapers (25+ years old or split between 25-44 and 45+).

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

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

Throughout the report, results are expressed as percentages unless otherwise noted. Where base sizes are reported in tables and charts, they reflect the actual number of respondents who answered the question. Results presented are from the 2020 wave unless explicitly stated otherwise. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the charts due to rounding.

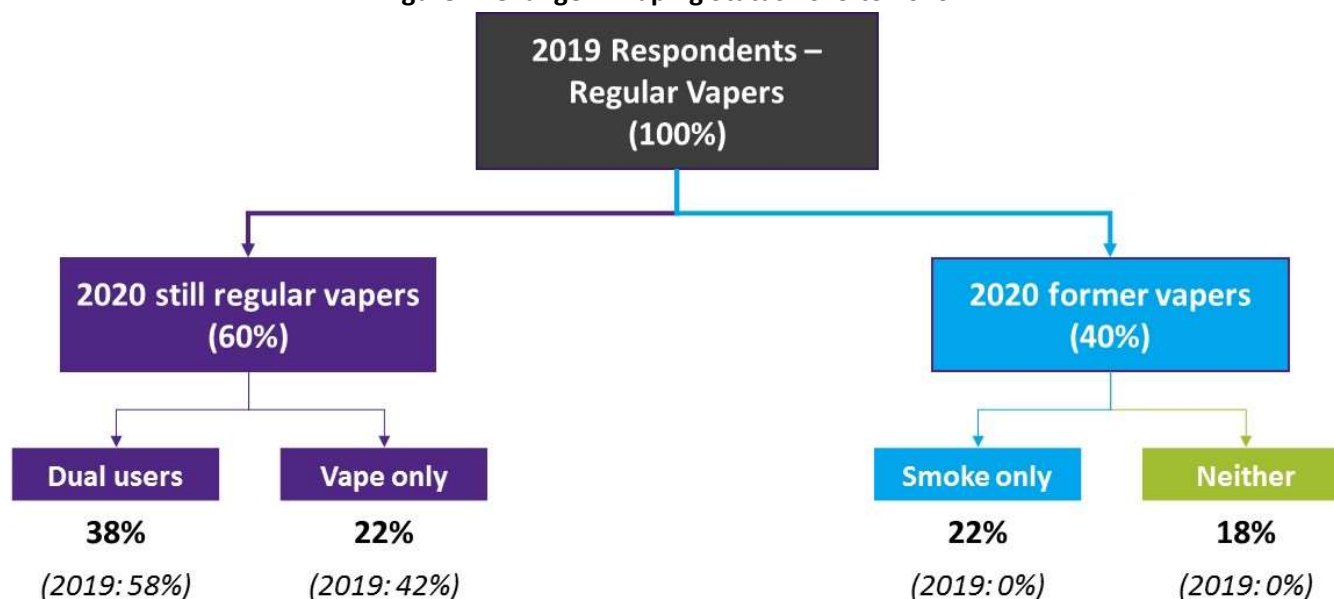
I. Detailed findings

A. Smoking and Vaping Status

The figures below summarize the change in smoking and vaping status among the Return To Sample (RTS) respondents from 2019 to 2020 (n=992). All 2019 RTS respondents were regular vapers (meaning they had used a vaping product at least once a week for the past four weeks). In 2020, only 60 percent are still regular vapers using the same criteria. Dual users are those who are regular vapers and current smokers (smoked daily or occasionally in the past month). In 2019, 58% of respondents were dual users and 42% vaped only. Of those who still vape in 2020, most are dual users (38% of the total sample) with the remaining 22 percent being people who vape only.

The remaining 40 percent of the sample are no longer regular vapers (i.e., have not used a vaping product at least once a week for the past four weeks). However, a small proportion appear to be vaping occasionally (3% vaped in the past month but less often than once a week); the other 37 percent have not vaped in the past 30 days. Overall, former vapers are split between those who smoke only (22%) and those who neither vape nor smoke (18%).

Figure 1: Change in Vaping Status 2019 to 2020



Base: All respondents

Youth vapers are less likely to be dual users (24%) and more likely to vape only (33%). Dual use is highest among those aged 25-44 (46%); smoking only is highest among those aged 45 and older. The proportion who neither vape nor smoke is highest among those under 20.

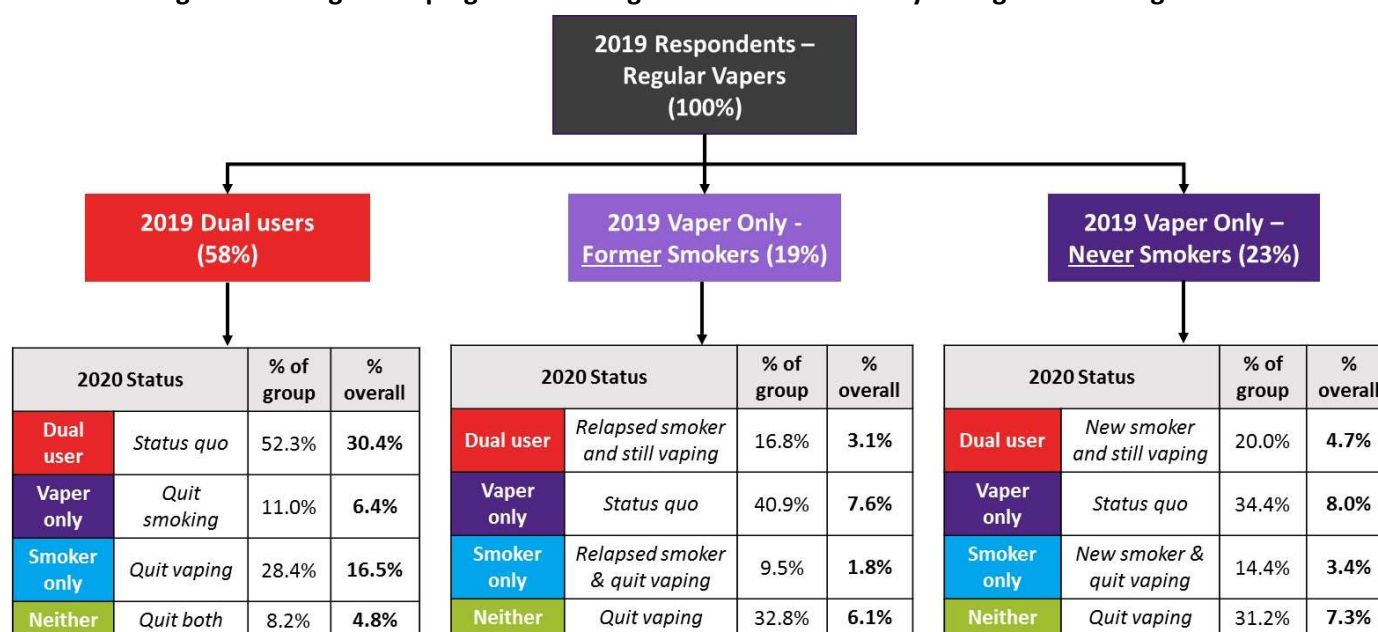
Table 1: Vaping and Smoking Status by Age

Vaping and Smoking Status	All respondents (2020)	15-19	20-24	25-44	45+
Still vaping (Net)	60%	58%	64%	65%	55%
<i>Dual users</i>	38%	24%	38%	46%	36%
<i>Vape only</i>	22%	33%	27%	19%	19%
<i>Smoke only</i>	22%	15%	12%	22%	27%
<i>Neither</i>	18%	27%	24%	13%	18%
Stopped vaping (NET)	40%	42%	36%	35%	45%

Base: All respondents

The change in status among all respondents from 2019 to 2020 is mapped out in the graphic below (all of the proportions given are of the overall sample of 992 respondents). There has been substantial reported behaviour change since 2019: approximately half (54%) have changed either their vaping or their smoking status or both, compared to fewer than half (46%) who remain “status quo”, indicating they continue to do what they were doing in 2019.

Figure 2: Change in Vaping and Smoking Status 2019 to 2020 by Change to Smoking Status



Base: All respondents

Target Groups of Interest

The mapping graphic above describes all of the respondents in terms of their 2019 and 2020 smoking and vaping statuses. These include the four key target groups noted in the executive summary which are of specific interest to Health Canada and whose behaviours (and reasons for that behaviour) need to be better understood. Results for these groups are explored throughout the rest of the report.

- 1. Status Quo Dual Users (30% of respondents):** These are respondents who continue to both vape and smoke as they did in 2019. This group contains people who are explicitly using vaping to try to quit smoking as well as some who vape for other reasons. This is the single largest group, representing three in ten of all respondents.
- 2. Quit Smoking (former dual users who now vape only, or neither smoke nor vape – 11%):** This group includes those who have transitioned from both smoking and vaping to vaping only (6%) or to using neither (5%).
- 3. Relapsed Smokers (former smokers who are now smoking again, either alone or with vaping – 5%):** This group is made up of former smokers who were (only) vaping in 2019, but are now smoking again, indicating they have relapsed to smoking after previously having quit. A slightly higher proportion of this group are now dual users (3% of total), while the rest are now smoking again but no longer regularly vaping (2% of total). While their reported behaviours at this point in time place them in the “relapsed” category, their other responses throughout the survey indicate this may be situational or occasional rather than a permanent relapse.
- 4. New Smokers (never smokers who have started smoking, either alone or with vaping – 8%):** This group is comprised of people who in 2019 were regular vapers only and had never smoked, who now do, suggesting that vaping may lead some to smoking. A slightly higher proportion of this group are now dual users (5% of total), while the rest are now smoking but no longer vaping (3% of total).

The remainder of the respondents fall into three additional groups:

- 5. Quit Vaping Still Smoking (former dual users who now smoke only – 17%).** These respondents both vaped and smoked in 2019 and are still smoking but no longer vaping regularly. These respondents may have been using vaping in a (failed) attempt to quit smoking or they may be people who were vaping for some other reason but have decided to stop.
- 6. Status Quo Vapers only (vapers only who are still vapers only – 16%).** This group is made up of people who in 2019 were regular vapers only and in 2020 are still regular vapers only. It includes former smokers (7.6%) and never smokers (8.0%) both of which have continued their vaping behaviour.
- 7. Quit Vaping (vapers only who are no longer vaping – 13%).** This group is made up of people who in 2019 were regular vapers only and in 2020 are not vaping regularly. It includes former smokers (6.1%) and never smokers (7.3%) both of which have quit vaping.

Groups of interest by demographics. The following table presents the profile of these various groups of interest by age, gender and education. New smokers skew younger (38% are under 25), and are less likely to have a post-secondary degree (79%); they also skew male (73%). Relapsed smokers skew older (55% are 45 or older), as do those who continue to smoke but have stopped vaping regularly (52%).

Table 2: Demographics by Group of Interest

Demographic Profile	Status Quo Dual Users (30% of total)	Quit Smoking (11% of total)	Relapsed Smokers (5% of total)	New Smokers (8% of total)	Quit Vaping Still Smoking (17% of total)	Status Quo Vapers only (16% of total)	Quit Vaping (13% of total)
<i>Subsample size</i>	<i>n=311</i>	<i>n=106</i>	<i>n=53</i>	<i>n=63</i>	<i>n=189</i>	<i>n=149</i>	<i>n=121</i>
Age							
15-19	7%	12%	0%	21%	8%	22%	22%
20-24	13%	18%	0%	17%	4%	13%	16%
25-44	44%	37%	45%	46%	35%	30%	26%
45+	36%	33%	55%	15%	52%	35%	36%
Gender							
Male	61%	70%	64%	73%	51%	60%	53%
Female	39%	30%	36%	27%	49%	40%	47%
Education							
High school or less	21%	21%	29%	20%	26%	34%	30%
College/CEGEP, college, university below bachelor	43%	40%	33%	59%	44%	27%	37%
Bachelor's degree	26%	28%	26%	14%	22%	31%	25%
Post-graduate	10%	9%	12%	7%	8%	7%	6%

Base: All respondents

B. Vaping Specifics

Vaping Behaviours

Three quarters of regular vapers have vaped liquids with nicotine in the past 30 days, up from six in ten regular vapers in 2019. Among its users, nicotine is vaped by most on a daily basis – more regularly than use of nicotine-free liquids.

The 60 percent of RTS respondents who are still vaping regularly report higher use of nicotine liquids than did regular vapers in 2019. Among the different groups of interest, a majority of each group have vaped liquids with nicotine in the past 30 days, but this is most widespread among Status Quo Dual Users (81%) and least common among Status Quo Vapers only (67%).

Table 3: Nicotine Content of Liquids Vaped in Past 30 Days (Tracking)

Q1: Which of the following have you done in the past 30 days?	2019 Overall (n=992)	2020 Regular Vapers (n=593)
Vaped liquids with nicotine (Net)	63%	76%
<i>Used nicotine only past 30 days</i>	48%	56%
<i>Used both past 30 days</i>	15%	20%
Used non-nicotine only past 30 days	25%	18%
Not sure	11%	6%

Base: Regular vapers

Table 4: Nicotine Content of Liquids Vaped in Past 30 Days (Groups of Interest)

Q1: Which of the following have you done in the past 30 days?	Status Quo Dual Users (n=311)	Quit Smoking (n=60)	Relapsed Smokers (n=34)	New smokers (n=39)	Status Quo Vapers only (n=149)
Vaped liquids with nicotine (Net)	81%	73%	74%	77%	67%
<i>Used nicotine only past 30 days</i>	55%	67%	48%	47%	57%
<i>Used both past 30 days</i>	26%	6%	26%	30%	11%
Used non-nicotine only past 30 days	12%	20%	19%	9%	30%
Not sure	7%	6%	7%	13%	2%

Base: Regular vapers

Regular vapers were asked how frequently they vape by liquid type. As in 2019, reported daily use remains higher among regular vapers who use liquids with nicotine (52%) than among those who use liquids without nicotine (35%) or are unsure of nicotine content (28%). Daily nicotine use has remained consistent from 2019 to 2020, while daily use of non-nicotine products is higher (up 9 points).

Table 5: Frequency of Vaping by Nicotine Content of Liquids Vaped in Past 30 Days

Q3., Q4., and Q5. Which of the following best describes how often you vaped <LIQUID TYPE> in the past 30 days?	With Nicotine		Without Nicotine		Unsure of Nicotine Content	
	2019 (n=641)	2020 (n=447)	2019 (n=383)	2020 (n=221)	2019 (n=139)	2020 (n=54)
I vaped them every day	49%	52%	26%	35%	28%	28%
I vaped them at least once a week, but not daily	47%	47%	64%	59%	60%	58%
I vaped them less than weekly, but at least once in the past 30 days	4%	2%	10%	7%	12%	14%

Base: Regular vapers who use each type of liquid

Number of Vaping Devices Used

A slim majority of regular vapers use only one device. Those who use multiple devices do so to alternate between different flavours or simply for a change.

More than half of regular vapers (53%) use only one device regularly, while a sizeable proportion (42%) use more than one. Dual Users (46%) are more likely than Vapers Only (34%) to report using multiple devices.

Table 6: Number of Devices Used Regularly

Q7. How many different vaping devices do you use on a regular basis?	2020 Regular Vapers (n=593)	Dual Users (n=384)	Vapers Only (n=209)
One	53%	49%	60%
Multiple devices (NET)	42%	46%	34%
Two	28%	29%	25%
Three or more	14%	17%	8%
Not sure	5%	5%	6%

Base: Regular Vapers

Reasons for switching devices. The reasons given for switching between devices are varied, but the top reasons are for variety of flavours (14%) or the novelty of different devices (12%). The need to recharge the battery was the top reason for switching devices identified by Vapers Only (17%, vs. 4% of Dual Users).

Table 7: Reason for Switching Between Devices

Q9. What are the main reasons you switch between devices? <i>(Only responses above 3% are shown)</i>	2020 All Regular Vapers (n=239)	Dual Users (n=169)	Vapers Only (n=70)
Alternating between different flavours	14%	14%	14%
For a change/to try different devices/for variety	12%	14%	8%
Different functions/uses (nicotine vs. non-nicotine, THC, ...)	8%	8%	9%
Different/better taste per device	8%	10%	4%
Battery issues/recharging/dead	8%	4%	17%
Depends on situation/where I am/whom I am with (at home, at work, with friends,...)	6%	6%	5%
Different style/shape/design	6%	8%	1%
Different nicotine strength	5%	6%	3%
For convenience/ease of use	5%	5%	5%
Preference/like to have different options	4%	4%	4%
Different vaping experience	4%	3%	6%
Quality of product	3%	3%	3%
For fun	3%	3%	3%
Depends on my mood/how I feel at the moment	3%	4%	0%
Other	5%	4%	8%
Nothing/no reason	2%	2%	4%
Not sure	19%	18%	21%

Base: Regular vapers who use more than one device

Brand of Current Vaping Device

Juul is the most commonly used device brand and is especially popular among youth and young adult vapers.

Juul is the most common device brand mentioned by regular vapers (34%) and is especially common among youth (45%) and young adult (41%) vapers. While four in ten (40%) Regular Vapers reported using a device brand other than Juul, each individual brand was reported by a small proportion of one in ten or less. A quarter of Regular Vapers are not sure what brand of device they are currently using.

Table 8: Device Brand Currently Being Used

Q9A. What brand(s) of vaping device do you currently use? (Top responses)	2020 All Regular Vapers (n=593)	Dual Users (n=384)	Vapers Only (n=209)	15-19 (n=49)	20-24 (n=36)	25+ (n=508)
Juul	34%	34%	32%	45%	41%	30%
Vype	8%	9%	6%	6%	6%	9%
Aspire	8%	8%	8%	9%	9%	7%
Smok	6%	4%	11%	4%	10%	6%
Eleaf	3%	2%	5%	0%	2%	4%
Kanger	2%	2%	2%	0%	3%	2%
A heated tobacco product	4%	6%	1%	2%	3%	5%
Other	21%	20%	21%	21%	16%	21%
Not sure	26%	27%	26%	31%	20%	27%

Base: Regular vapers who use more than one device

Among those who are unaware of the brand of device they use, devices with a refillable tank are the most common.

Table 9: Type of Current Vaping Device

Q6. Which of the following images best represents the vaping device you are currently using?	Regular Vapers Unaware of Device Brand (n=104)
Vaping device with a tank that you fill with liquid (e.g. mods)	70%
Vaping device with replaceable pre-filled cartridges or pods	40%
Disposable (not refillable or rechargeable) vaping device (e.g. cig-a-like)	16%

Base: Regular vapers who could not name the brand of device they use

A large majority of regular vapers are using the same device brand as they were in 2019. This is true for both Dual Users and Vapers Only.

Table 10: Using the Same Brand as in 2019

Q9B. Thinking back to February/June 2019, were you using the same brand back then or were you using a different brand?	2020 All Regular Vapers (n=489)	Dual Users (n=319)	Vapers Only (n=170)
Same brand	82%	82%	81%
Different brand	14%	13%	16%
Not sure	4%	5%	3%

Base: Regular vapers aware of their device brand

Among those who have switched brands, around a third (31%) do not recall the brand they were using in 2019. The overall proportion who use Juul is the same amongst this group in 2019 and 2020.

Table 11: Brand Used in 2019 vs. 2020

Q9C. What brand(s) of vaping device were you using in 2019?	2019 Brand (n=66)	2020 Brand (n=66)
Juul	26%	26%
Vype	4%	9%
Smok	8%	8%
Kanger	1%	6%
Vaporesso	0%	6%
Stlth	3%	4%
Aspire	6%	1%
Innokin	4%	1%
Joyetech	3%	0%
All heated tobacco products mentions	2%	9%
Other	20%	39%
Not sure	31%	16%

Base: Regular vapers who say they have switched brands since 2019

Amount spent on devices and liquids

Average monthly spending on vaping devices and liquids is similar to 2019 at \$53 for devices/components and \$52 for liquids.

The monthly amount regular vapers spend on vaping devices and liquids is similar remains consistent with 2019. Regular vapers most often spend between \$21 to \$50 per month on devices (23%) and pods/e-liquids (37%).

Table 12: Monthly Spend on Devices and Liquids

Q12A. and Q12B. How much do you spend in a typical month on vaping devices and pods/e-liquids?	Devices/components		Liquids	
	2019* (n=412)	2020 (n=593)	2019* (n=412)	2020 (n=593)
\$0	11%	13%	1%	1%
Less than \$10	3%	2%	3%	1%
\$10-\$20	11%	13%	18%	13%
\$21-\$50	18%	23%	34%	37%
\$51-\$99	9%	9%	11%	12%
\$100+	12%	12%	9%	10%
I don't know	36%	29%	23%	25%
<i>Mean</i>	\$55.25	\$52.85	\$52.29	\$51.52

Base: Regular vapers

***Note:** Question asked only in February 2019

Vaping Liquid Use

There is a variety of nicotine concentrations currently used by Regular Vapers; higher nicotine concentrations are more widely used by Dual Users than Vapers Only.

Regular vapers were asked what concentration of nicotine they use most frequently. One-quarter (24%) have not used nicotine liquid at all in the past 30 days; the remainder report a range of nicotine concentrations, most commonly reported as mg/ml (rather than percentage).

Dual Users report higher concentrations of nicotine than Vapers Only: one third (34%) of Dual Users use a concentration of 10mg/ml or more, compared to one quarter (25%) of Vapers Only.

Table 13: Current Concentration of Nicotine Most Commonly Used

Q10. How much nicotine do the e-cigarettes, cartridges, pods or e-liquids you currently use contain?	2020 All Regular Vapers (n=593)	Dual Users (n=384)	Vapers Only (n=209)
Percentage			
Less than 2%	4%	6%	2%
2% to 4.9%	10%	11%	8%
5% or more	5%	4%	6%
mg/ml			
Less than 10 mg/ml	19%	18%	21%
10-19 mg/ml	16%	20%	9%
20-29 mg/ml	10%	10%	10%
30-39 mg/ml	4%	3%	4%
40 mg/ml or more	1%	1%	2%
None/do not vape nicotine	24%	20%	31%
Prefer not to answer	<1%	0%	<1%
Not sure	7%	7%	6%

Base: Regular vapers

Regular vapers were asked whether they had changed vaping liquid strength in the past six months. Although a plurality of vapers (35%) consistently used the same strength, others have moved up (14%) or down (24%) in terms of nicotine strength. In addition to being more likely to vape nicotine, Dual users are more likely than Vapers Only to have moved to a higher nicotine concentration in the past six months. Although the subsample size of new smokers who also vape is small (n=39), the findings suggest these new smokers are more likely than other vapers to have increased their nicotine concentrations (27%).

Table 14: Switching Liquid Concentrations In Past Six Months

Q11. In the past six months, have you switched your typical vaping liquid...?	2020 All Regular Vapers (n=593)	Dual Users (n=384)	Vapers Only (n=209)
From a lower to a higher nicotine strength	14%	17%	8%
From a higher to a lower nicotine strength	24%	26%	21%
Not changed the nicotine strength	35%	35%	35%
Not sure	2%	1%	5%
None/do not vape nicotine	24%	20%	31%

Base: Regular vapers

Those who have changed liquid concentrations were also asked what concentration they had been using, to analyze shifts over time. Among those who increased the nicotine strength of their vaping liquid, one-quarter (27%) were using a concentration of 20 mg/ml or higher six months ago; that proportion is now 36%. Among those who decreased their nicotine concentration, the biggest shift was in the less than 10 mg/ml range (18% were using it six months ago to 32% now).

Table 15: Liquid Concentration Used Six Months Ago

Q11B. How much nicotine did the e-cigarettes, cartridges, pods or e-liquids you used six months ago contain, before you switched to ____ strength?	Increased Nicotine Strength (n=75)		Decreased Nicotine Strength (n=137)	
	6 months ago	Current	6 months ago	Current
Percentage				
Less than 2%	6%	6%	9%	8%
2% to 4.9%	12%	8%	12%	13%
5% or more	0%	7%	9%	2%
mg/ml				
Less than 10 mg/ml	25%	17%	18%	32%
10-19 mg/ml	26%	26%	22%	23%
20-29 mg/ml	14%	17%	18%	17%
30-39 mg/ml	8%	14%	4%	3%
40 mg/ml or more	5%	5%	2%	0%
None (0% or 0 mg/ml nicotine)	2%	0%	3%	0%
Not sure	2%	0%	3%	1%

Base: Regular vapers who have switched the strength of their nicotine liquid in the past six months

Regular vapers who said they increased the strength of their vaping liquid in the past six months were asked the main reason why (open-ended, without providing response options). The main reason is to get more pleasure, energy or satisfaction from vaping (42% gave at least one of these responses); relatively few (4%) say it was to help them quit or cut down on smoking.

Table 16: Reasons They Increased Nicotine Concentration

Q11A. What is the main reason you switched your typical vaping liquid from a lower to a higher nicotine strength?	Increased strength of liquid (n=75)
Pleasure/preference (Net)	42%
<i>Feel better/gain more pleasure out of it</i>	12%
<i>To give more energy/boost</i>	10%
<i>Not getting the satisfaction from low doses of nicotine</i>	10%
<i>Like it better/my preference/choice</i>	9%
<i>Better taste</i>	3%
<i>It helps with lowering stress</i>	1%
Quitting attempt (Net)	5%
<i>To cut down/lower desire for smoking</i>	4%
<i>Trying to quit/stop smoking</i>	1%
Price/better value with higher concentrations	3%
Nothing	3%
Other	11%
Not sure	35%

Base: Regular vapers who have increased their liquid strength

Regular vapers who reduced the strength of their vaping liquid in the past six months were asked the same question about their reasons for doing so (open-ended, without providing response options). Four in ten (39%) have done so to either quit (27%) or reduce (16%) smoking or vaping. Smaller proportions say they reduced their nicotine concentration for reasons related to pleasure or preferences (16%) or better health (9%).

Table 17: Reasons They Decreased Nicotine Concentration

Q11A. What is the main reason you switched your typical vaping liquid from a higher to a lower nicotine strength?	Decreased strength of liquid (n=137)
Quitting attempt (Net)	39%
<i>Trying to quit/stop smoking/vaping</i>	27%
<i>To cut down/lower desire for smoking/vaping</i>	16%
Pleasure/preference (Net)	16%
<i>Better taste</i>	7%
<i>Like it better/my preference/choice</i>	7%
<i>Feel better/gain more pleasure out of it</i>	2%
<i>It helps with lowering stress</i>	1%
Better for health	9%
Too strong/trying to reduce strength/less nicotine	6%
Too expensive	2%
Nothing	<1%
Other	3%
Not sure	26%

Base: Regular vapers who have decreased their liquid strength

Liquid Flavour Preference

Fruit flavoured vaping liquids remain the most popular among regular vapers overall, and especially among youth and young adult vapers.

Preferred flavours are similar to stated preferences in 2019, with fruit, menthol and tobacco flavours most commonly mentioned. Youth and young adult vapers express strong preference for fruit flavours, while mint/menthol is also favoured by youth vapers. Preference for tobacco flavour skews to adult vapers (25 years or older).

Table 18: Preferred Vaping Liquid Flavour by Age

Q12. What is your preferred flavour to vape?	2019 Regular Vapers Overall (n=412)*	2020 Regular Vapers Overall (n=593)	15-19 (n=49)	20-24 (n=36)	25+ (n=508)
Fruit	29%	28%	34%	42%	24%
Mint/menthol	14%	18%	28%	17%	16%
Tobacco flavour	15%	17%	9%	3%	21%
Coffee/tea	6%	6%	0%	11%	6%
Candy/confectionary	7%	6%	11%	8%	4%
Soft drink flavour	5%	4%	4%	4%	3%
Cannabis/marijuana flavour	2%	3%	2%	3%	3%
Dessert	4%	3%	2%	2%	4%
Floral/herbal	3%	3%	2%	3%	3%
Candy floss	5%	2%	0%	7%	2%
Alcohol flavour	3%	2%	0%	0%	2%
Flavourless/no flavour in descriptor	3%	2%	0%	0%	3%
Cereal	1%	1%	0%	0%	1%
Energy drinks	1%	1%	2%	0%	2%
Cookies	2%	<1%	0%	0%	1%
Other	1%	1%	0%	0%	2%
Not sure	<1%	2%	7%	0%	1%

Base: Regular vapers

***Note:** Question asked only in February 2019

Importance of Vaping and Smoking

Smoking and vaping are considered similarly important in the day-to-day lives of their respective users.

Regular vapers and current smokers were asked about the importance of vaping and smoking (respectively) in their day-to-day lives. Vaping (64%) and smoking (63%) are regarded as similarly important by their respective users.

Dual users place roughly similar importance on vaping (67%) and smoking (62%). However, dual users are more likely to place strong importance on vaping (17% very important) compared to those who vape only (10%).

Table 19: Importance of Smoking and Vaping in Daily Life

Q43A. Overall, how important to you in your day-to-day life is....?	Vaping			Smoking		
	2020 All Regular Vapers (n=593)	2020 Vapers Only (n=209)	2020 <u>Dual Users</u> (n=384)	2020 Current Smokers (n=616)	2020 Smokers Only (n=232)	2020 <u>Dual Users</u> (n=384)
Important (Net)	64%	60%	67%	63%	66%	62%
Very important	15%	10%	17%	16%	18%	15%
Somewhat important	50%	49%	50%	47%	45%	47%
Not very important	26%	28%	24%	26%	22%	28%
Not at all important	9%	10%	8%	9%	11%	8%
Not sure	1%	2%	1%	2%	2%	2%

Base: Regular vapers / Current smokers

Negative Judgements

Smokers report feeling negatively judged for their behaviour more often than do regular vapers. Feeling frequently stigmatized for their substance use is lowest among those who only vape.

Regular vapers and current smokers were also asked about how often they feel negatively judged by others for their use of these substances. Majorities in both cases say they feel judged sometimes or often, but such perceptions are more widespread among smokers (75% of smokers and 57% of vapers).

Dual users (18%) are more likely than vapers only (10%) to say they are often negatively judged for vaping, but this nonetheless trails the perception of stigma dual users feel about smoking (32% often).

Table 20: Feeling of Being Negatively Judged For Vaping/Smoking

Q43B. How often do you feel negatively judged by other people when you...?	Vaping			Smoking		
	2020 All Regular Vapers (n=593)	2020 Vapers Only (n=209)	2020 Dual Users (n=384)	2020 Current Smokers (n=616)	2020 Smokers Only (n=232)	2020 Dual Users (n=384)
Often/sometimes (Net)	57%	53%	60%	75%	77%	73%
Often	15%	10%	18%	31%	30%	32%
Sometimes	42%	43%	42%	43%	47%	41%
Rarely	21%	18%	23%	14%	12%	15%
Never	19%	26%	15%	8%	9%	8%
Not sure	3%	3%	2%	3%	1%	4%

Base: Regular vapers / Current smokers

Perceptions of Harm

While cigarettes remain perceived as the most harmful to health, perceptions of harm from vaping have increased over the past year. This increase in perceptions of harm is evident both for products with and without nicotine, although nicotine products continue to be viewed as more harmful.

Perceptions of the harm associated with cigarettes are static compared to 2019, but perceptions of the harm associated with vaping have increased. This pattern is evident both for nicotine and non-nicotine products (very harmful is up 7 and 8 points respectively); nonetheless, the degree of harm associated with vaping remains higher for nicotine (77% harmful) than for non-nicotine (49%) products.

Table 21: Perceptions of Harm 2019 vs 2020

Q18. In your opinion, how harmful, if at all, do you think each of the following are to the health of the person using them?	Vaping products WITH nicotine			Vaping products WITHOUT nicotine			Cigarettes		
	2019* (n=580)	2020 (n=992)	Change	2019* (n=580)	2020 (n=992)	Change	2019* (n=580)	2020 (n=992)	Change
Harmful (Net)	72%	77%	+5	33%	49%	+16	90%	89%	-1
Very harmful	23%	30%	+7	6%	14%	+8	68%	66%	-2
Somewhat harmful	49%	47%	-2	27%	35%	+8	22%	23%	+1
Not harmful (Net)	26%	20%	-6	61%	47%	-14	9%	10%	+1
Not very harmful	21%	15%	-6	43%	33%	-10	6%	7%	+1
Not at all harmful	5%	5%	0	19%	14%	-5	3%	3%	0
Not sure	2%	3%	+1	6%	4%	-2	1%	1%	0

Base: All respondents

***Note:** Question asked only in June 2019

Perceptions of harm caused by vaping (both nicotine and non-nicotine) are more widespread among those who stopped regular vaping than those who continue vaping (but there is no difference between the two groups in their perceptions of the harm associated with cigarettes).

Table 22: Perceptions of Harm by Vaping Status

Q18. In your opinion, how harmful, if at all, do you think each of the following are to the health of the person using them? (% Very Harmful)	Regular Vaper 2020 (n=593)	Non-Vaper 2020 (n=399)
Vaping products WITH nicotine	20%	44%
Vaping products WITHOUT nicotine	10%	20%
Cigarettes	66%	65%

Base: All respondents

Reasons for Never Smokers To Vape

For regular vapers who have never smoked, the flavour or smell and the lower relative harm of vaping compared to smoking are the main reasons for doing so.

Regular vapers who say they have never smoked (10% of total sample) were asked the main reasons they choose to vape (the reasons for vaping among other subgroups are discussed in the next chapter). The main reasons for vaping revolve around enjoyment of the flavours/smell, that it is a less harmful option than smoking, and that it helps them relax or cope.

Table 23: Main Reasons for Vaping Among Never Smokers

Q43. Which of the following best describes the main reason(s) you vape?	Regular Vapers who have never smoked	
	2019 (n=179)	2020 (n=82)
I like the flavours and/or smell	44%	53%
It's less harmful to my health than smoking	34%	49%
Helps me relax/cope	n/a	32%
It's cheaper than smoking	15%	21%
It is fun and exciting	27%	21%
It's less harmful to others/family/children than smoking	15%	20%
It passes the time/boredom	13%	17%
I like doing tricks	16%	17%
My friends/family vape	19%	16%
It gives me a break from work/school/home	15%	15%
Habit/ritual	7%	11%
For the "buzz"/alternate source of nicotine/like nicotine	5%	11%
As a social activity with friends or family	17%	9%
It's easier to hide from my family than smoking	7%	9%
I vape when it is offered to me	14%	6%
It's easier to buy/get than cigarettes	5%	5%
Other	1%	0%
Not sure	6%	2%

Base: Regular vapers who have never smoked

Quitting/reducing frequency of vaping

Nearly two-thirds of vapers have tried to reduce how often they vape, and almost half have tried to stop. Seven in ten plan to quit vaping at some point, but only one in four are currently trying.

Half of regular vapers say that they are either currently (24%) or have tried in the past to quit vaping (24%). Most regular vapers are either currently trying to reduce their frequency of vaping (39%) or have tried in the past (25%). Both measures are higher in 2020 compared to 2019 when respondents were asked to respond with a 'yes' or 'no' to whether they had tried to stop or reduce at any point in the past.

Table 24: Attempts to Stop or Reduce Vaping Frequency among regular vapers

Q13. Are you currently trying, or have you previously tried...?	To Stop Vaping		Reduce Frequency of Vaping	
	2019 (n=992)	2020 (n=593)	2019 (n=992)	2020 (n=593)
Ever tried (Net)*	21%	48%	42%	64%
<i>Currently trying</i>	n/a	24%	n/a	39%
<i>Previously tried (but not currently)</i>	n/a	24%	n/a	25%
Never tried	75%	50%	55%	33%
Not sure	4%	2%	3%	2%

Base: Regular Vapers

Note: In 2019, the question asked only whether respondents had ever tried to quit at any point.

Almost four in ten who are currently trying to stop vaping are very serious about their attempt. The seriousness of attempts to quit vaping are similar to that of people attempting to quit smoking (see page 41).

Table 25: Seriousness of Attempt To Quit Vaping

Q14. How serious is your current attempt to stop vaping?	2020 (n=143)
Very serious	38%
Somewhat serious	52%
Not very serious	9%
Not at all serious	1%

Base: Regular vapers currently trying to quit vaping

Nicotine gum or candy are the most common types of aids being used to quit vaping among those who are currently trying. While a combination of methods are often employed, more than one in four are trying to stop vaping without any supports.

Table 26: Methods Being Used to Quit Vaping

Q15. Which of the following, if any, are you using to help you stop vaping?	Vapers Trying To Quit Vaping (n=143)
Nicotine gum or candy	31%
Nicotine patch	17%
Self-help books	13%
Acupuncture	12%
Cannabis	12%
Counselling	12%
Medication (e.g. Zyban, Champix)	12%
Hypnosis	5%
Quit-line	4%
Other nicotine replacement therapy products	3%
Other	5%
Nothing	27%
Not sure	1%

Base: Regular vapers currently trying to quit vaping

Those who are not currently trying to quit vaping were also asked if and when they plan to quit. The table below provides a summary of the quitting intentions of all regular vapers.

Table 27: Plans To Quit Vaping

Q13. Are you currently trying, or have you previously tried to stop vaping? Q16. Do you plan to stop vaping....?	Regular Vapers (n=593)	Dual Users (n=384)	Vapers Only (n= 209)
Yes, plan to quit (Net)	70%	70%	69%
Yes, currently trying to quit	24%	23%	25%
Yes, in the next month	3%	3%	3%
Yes, in the next 6 months	11%	10%	12%
Yes, in the next year	11%	15%	5%
Yes, more than a year from now	5%	6%	3%
Yes, I plan to stop vaping, but I don't know when	17%	14%	21%
No, I do not plan to stop vaping	19%	20%	18%
Not sure	11%	10%	13%

Base: Regular Vapers

Regular vapers who do not plan to quit vaping cite their enjoyment of vaping as the main reason. The relative health effects compared to smoking and that it helps them quit smoking are secondary concerns but are more widely mentioned by those who vape only.

Table 28: Reasons For Not Planning To Quit Vaping

Q17. You indicate that you do not plan to stop vaping. What are the main reasons why you plan to continue vaping?	Regular Vapers (n=120)	Dual Users (n=82)	Vapers Only (n=38)
Enjoy vaping/feel good	52%	58%	41%
Healthier than smoking/no signs of harmful effects	16%	13%	23%
Helps to quit smoking	13%	13%	14%
Good for relaxing/destressing	12%	14%	8%
Like flavour/taste of it	5%	3%	9%
Used to it/became a routine of my lifestyle	5%	6%	3%
Can vape while with others/not intrusive	4%	4%	5%
No annoying smell to it	3%	2%	6%
Cheaper than smoking	2%	2%	3%
Does not leave ash/no butts to throw away	2%	2%	3%
Other	3%	1%	6%
Not sure	13%	15%	10%

Base: Vapers who do not plan on quitting vaping

C. Dual Users & Smoking

Behaviours

The results indicate that vaping helps dual users reduce their frequency of smoking and daily number of cigarettes smoked (by comparison to smokers who stopped vaping since 2019). Relapsed and new smokers tend to be occasional smokers and report a relatively lower number of cigarettes per day.

As described earlier in the report (page 9), 60 percent of RTS respondents are smokers, and includes the following groups of interest: status quo dual users (30%), relapsed smokers (5%), new smokers (8%) and smokers who stopped vaping (17%).

Among those who smoke, under half (46%) are daily smokers while over half (54%) smoke less often (although at least once in the past month). Daily smoking is most common among smokers who stopped vaping (63%); it is less common among relapsed (29%) and new smokers (36%).

A similar pattern is at play with regard to the number of cigarettes typically smoked on days when the individual does smoke: the average number of cigarettes per day is higher among smokers who stopped vaping than among dual users, and lower among relapsed and new smokers.

Table 29: Smoking Frequency and Amount

Q20. In the past 30 days, how often did you smoke cigarettes? Q22. On the days when you smoke, how many cigarettes do you typically smoke?	June 2019 (n=337)	2020 (n=616)	Status Quo Dual Users (n=311)	Quit Vaping Still Smoking (n=189)	Relapsed Smokers (n=53)	New Smokers (n=63)
Frequency of smoking						
Every day	44%	46%	43%	63%	29%	36%
Occasionally (less than daily)	56%	54%	57%	37%	71%	64%
Number of cigarettes / day						
1-2	23%	23%	21%	17%	34%	36%
3-4	15%	13%	15%	12%	16%	8%
5-9	17%	18%	21%	15%	11%	16%
10-19	21%	25%	27%	29%	25%	11%
20+	11%	12%	11%	20%	9%	3%
<i>Mean</i>	7.94	8.80	8.44	11.25	7.03	5.48
Not sure	13%	9%	7%	6%	5%	27%

Base: Current smokers

Reasons for smoking

The most common reason for new and relapsed smokers to smoke is coping with stress, which for some has been exacerbated by the current COVID-19 situation.

Relapsed smokers were asked why they have gone back to smoking, while new smokers were asked why they had picked up smoking (open-ended, without providing response options). There are strong similarities between the reasons given by relapsed and new smokers, the most common being coping with stress. Another common reason involves the social aspect of smoking and being around others who smoke.

A few relapsed smokers suggest their relapse is occasional or situational (e.g., occasional convenience, 6%; out of vaping pods, 6%).

Table 30: Reasons for Going Back To / Picking Up Smoking

Q23. What are the main reasons you have gone back to / picked up smoking?	Relapsed Smokers (n=53)	New Smoker (n=63)
Coping with stress in my life	31%	35%
Being around friends who smoke/seeing others smoking	17%	13%
Stress related to COVID-19 situation	11%	1%
Enjoy it	7%	6%
Out of pods/vaping device issues/vaping stores not open	6%	3%
Occasional convenience	6%	0%
Hard to quit smoking	5%	6%
Heard bad things about vaping	5%	0%
Had a craving for a cigarette	3%	1%
Other	4%	4%
Nothing specific	2%	1%
Not sure	10%	32%

Base: New and relapsed smokers

Perceptions

While most dual users see themselves as both a vaper and a smoker, a majority of new and relapsed smokers see themselves as primarily vapers.

As in 2019, a majority of current dual users (60%) see themselves as both a vaper and a smoker. However, this perception skews to those who are status quo dual users (66%). Both relapsed and new smokers *who also continue to vape* see themselves as primarily vapers or both; very few see themselves as primarily smokers (7% of relapsed smokers and 14% of new smokers).

Table 31: Smoking and Vaping Identity

Q24. Which of the following best describes you?	2019 Dual Users (n=605)	2020 Dual Users (n=384)	Status Quo Dual Users (n=311)	Relapsed Smokers (n=34)	New Smoker (n=39)
I am a vaper	26%	26%	19%	53%	52%
I am a smoker	16%	14%	14%	7%	14%
I am both a smoker and a vaper	53%	60%	66%	40%	32%
I am neither a smoker nor a vaper	3%	<1%	<1%	0%	2%
Not sure	2%	1%	1%	0%	0%

Base: Dual users

Main Reasons why Dual Users Vape and Smoke

For status quo dual users and relapsed smokers, the reasons for vaping most commonly revolve around cutting down or quitting smoking, but the reasons that new smokers vape are more varied and have less to do with reducing smoking.

Reasons for vaping. Dual users were asked the main reason why they vape (from a list provided). While the most common motivations for status quo dual users revolve around quitting smoking, the reasons given by relapsed and new smokers are more varied.

Among relapsed smokers, the primary motivation to vape is still to support attempts to reduce smoking (half specifically say it is to quit smoking), but four in ten also cite harm reduction (i.e. vaping because it is less harmful than smoking). Among new smokers, the most commonly mentioned single response is that vaping helps them to relax or cope (31%) with smaller proportions reporting that vaping helps to reduce the amount they smoke (24%) or to quit smoking (15%).

Table 32: Main Reasons for Vaping Among Dual Users

Q25. Which of the following best describes the main reason(s) you vape?	2019 (n=605)	2020 All Dual Users (n=384)	Status Quo Dual User (n=311)	Relapsed Smokers (n=34)	New Smoker (n=39)
Trying to quit/reduce smoking (NET)	69%	66%	71%	64%	37%
<i>To reduce the number of cigarettes I smoke</i>	43%	42%	46%	37%	24%
<i>I'm trying to quit smoking</i>	45%	39%	42%	50%	15%
I like the flavours and/or smell	23%	23%	23%	39%	18%
Helps me relax/cope	n/a	23%	21%	28%	31%
It's less harmful to my health than smoking	26%	21%	20%	42%	13%
It's cheaper than smoking	20%	17%	17%	28%	8%
I vape where smoking is restricted/not allowed	16%	16%	18%	9%	8%
Can vape discretely/without it being noticed	n/a	13%	13%	10%	15%
I vape in certain social settings	16%	12%	11%	19%	11%
It is fun and exciting	11%	11%	11%	3%	11%
Habit/ritual	12%	10%	9%	19%	14%
It's less harmful to others/family/children than smoking	12%	10%	11%	11%	4%
It passes the time/boredom	9%	9%	7%	26%	5%
It gives me a break from work/school/home	7%	7%	6%	15%	8%
My friends/family vape	7%	6%	5%	8%	14%
For the "buzz"/alternate source of nicotine/like nicotine	16%	6%	6%	6%	6%
As a social activity with friends or family	4%	4%	5%	8%	0%
It's easier to hide from my family than smoking	3%	4%	4%	5%	3%
I like doing tricks	6%	4%	4%	8%	2%
I vape when it is offered to me	5%	3%	2%	8%	4%
It's easier to buy/get than cigarettes	2%	1%	1%	0%	0%
Other	1%	<1%	<1%	0%	0%
Not sure	1%	1%	1%	0%	3%

Base: Dual users

Reasons for smoking. Status quo dual users were also asked the main reason why they continue to smoke in addition to vaping (open-ended, without providing response options). The top reasons given are that they are unable to break the habit of smoking (43%), are addicted and having trouble quitting (38%; this reason is particularly common among those who smoke 10+ cigarettes a day, at 54%) and that they still enjoy smoking (33%).

Table 33: Reasons for Continuing to Smoke and Vape

Q26. Which of the following best describes the main reason(s) you continue to smoke in addition to vaping?	2020 Status Quo Dual Users (n=311)
Habit	43%
Addiction/can't give it up/hard to quit	38%
Still enjoy smoking	33%
Craving nicotine/tobacco	24%
Like the feeling after smoking/vaping does not give the same feeling	20%
Smoke when I am stressed/anxious	16%
Smoke with other smokers/with a drink/it's a social thing	13%
Trying to quit smoking gradually	13%
Like the taste of cigarettes better	12%
Like cigarettes/smoking more than vaping	9%
Not sure	1%

Base: Status quo dual users

Vaping When Smoking Is Not Possible

Vaping at times and in places where smoking is not possible is common among dual users, who report doing so an average of four times a day.

Dual users commonly report vaping when they are unable to smoke (e.g. in places where smoking is not permitted or accepted). A majority of dual users vape at least twice a day for this reason, but it is more common among relapsed smokers who are dual users than among those who are status quo dual users or new smokers.

Table 34: Vaping When Smoking is Not Possible

Q27. In a typical day, how many times do you vape because you cannot smoke a cigarette?	All Dual Users (n=384)	Status Quo Dual Users (n=311)	Relapsed Smokers (n=34)	New Smokers (n=39)
Zero	4%	5%	0%	2%
1	14%	13%	18%	22%
2	18%	20%	6%	13%
3-5	23%	25%	23%	11%
6-19	13%	14%	7%	7%
20+	2%	1%	13%	3%
<i>Mean</i>	<i>4.39</i>	<i>4.10</i>	<i>8.04</i>	<i>4.12</i>
Not sure	25%	21%	32%	43%

Base: Dual users

D. Vaping for Smoking Cessation

Successful Smoking Cessation

Among those who have successfully quit smoking, the main reasons they vape are to quit smoking and/or to avoid a relapse.

A set of questions about smoking cessation was asked of regular vapers who do not currently smoke but are former smokers, indicating they had successfully quit smoking at some point in the past (11% of total sample).

When asked why they vape (from a list provided), two thirds (68%) say they used it to quit smoking. Around half say they use vaping to stay off cigarettes and avoid a relapse (49%). The relative health effects of vaping compared to smoking (44%) and the lower cost (40%) are also commonly mentioned.

Table 35: Main Reasons for Vaping Among Former Smokers

Q35. Which of the following best describes the main reason(s) you vape?	Former Smokers & Regular Vapers	
	2019 (n=207)	2020 (n=117)
I used it to help me quit smoking	58%	68%
I use them to stay off cigarettes/avoid a relapse	37%	49%
It's less harmful to my health than smoking	42%	44%
It's cheaper than smoking	27%	40%
I like the flavours and/or smell	29%	28%
Helps me relax/cope	n/a	27%
It's less harmful to others/family/children than smoking	20%	21%
It passes the time/boredom	14%	13%
It is fun and exciting	9%	8%
It gives me a break from work/school/home	6%	7%
My friends/family vape	7%	6%
As a social activity with friends or family	7%	5%
For the "buzz"/alternate source of nicotine/like nicotine	17%	4%
It's easier to hide from my family than smoking	2%	2%
I vape when it is offered to me	3%	1%
It's easier to buy/get than cigarettes	2%	1%
I like doing tricks	1%	0%
Other	3%	1%
Not sure	1%	0%

Base: Regular vapers who are former smokers

Method Used to Quit Smoking

Vaping remains the most common method of quitting smoking mentioned by former smokers.

Those who quit smoking since the 2019 wave of research were asked what methods they used to quit. The methods used by those who quit smoking in the past year are similar to those reported by former smokers in the 2019 waves of research; the main difference is that the proportion saying they did not use anything to quit is higher (21%, vs. 13% in 2019).

Table 36: Methods Used to Quit Smoking

Q37. Your 2019 answers indicate that you were previously smoking. This time, you are not smoking. Which of the following, if any, did you use to help you quit smoking cigarettes?	2019 (n=207)	2020 (n=49)
Vaping products WITH nicotine	57%	46%
Vaping products WITHOUT nicotine	27%	17%
Nicotine gum or candy	16%	16%
Nicotine patch	23%	9%
Cannabis	n/a	7%
Medication (e.g. Zyban, Champix)	12%	3%
Acupuncture	3%	3%
Counselling	3%	2%
Other nicotine replacement therapy products	2%	0%
Hypnosis	3%	0%
Self-help books	5%	0%
Quit-line	1%	0%
Other	1%	2%
I did not use anything to quit smoking	13%	21%
Not sure	2%	0%

Base: 2019: Vapers who are former smokers / 2020: Vapers and non-vapers who became former smokers since 2019

Those Who Used Vaping To Quit Smoking

Those who quit smoking using vaping identified challenges related to their inability to access their preferred flavours and that vaping is not as satisfactory as smoking. Some received information or advice about using vaping to quit smoking, as often from friends and colleagues as from healthcare professionals. Many did not use a specific strategy for when to smoke and when to vape.

The following questions were asked only of those who stopped smoking since 2019 and say that they used vaping products (with or without nicotine) to quit. The sample contained a limited number of these cases (n=29) so the results are presented in terms of the raw number of responses given instead of percentages. Caution should also be used when interpreting the results.

Among those who used vaping to quit smoking since 2019, many said they faced no specific problems or challenges by using vaping to quit. Specific challenges or problems that were mentioned include the inability to get their preferred flavours (in some cases due to flavours being banned in their province) and that vaping is just not as satisfying as smoking.

Table 37: Problems or Challenges Using Vaping To Quit Smoking

Q38. What problem or challenges, if any, did you have using vaping products to help you quit smoking?	Quit Smoking Using Vaping Since 2019 (n=29)
Inability to get preferred flavours easily	n=3
Vaping is not as satisfying as smoking	n=2
Might become addicted to vaping	n=1
Craving for cigarettes is too strong	n=1
Expensive to purchase	n=1
Nothing/I am capable of quitting if I want to	n=14
Not sure	n=5

Base: Quit smoking using vaping since 2019

Use of Advice/Information For Quitting. Of the n=29 respondents who have quit smoking using vaping since 2019, n=8 got advice or information about how to do so and the remainder did not. Sources consulted included health care professionals and peers.

Table 38: Use of Advice and Information When Using Vaping to Quit Smoking

Q39. Did you get information and/or advice from anyone on using vaping to quit smoking? Q40. From where did you get advice on using vaping to quit smoking?	Quit Smoking Using Vaping Since 2019 (n=29)
Yes, received information/advice	n=8
Health Care Professionals (NET)	n=5
Doctor	n=4
Pharmacist	n=2
Peers (NET)	n=3
Friend/classmate	n=3
Co-worker	n=3
Sister/brother	n=1
Vape shop	n=2
Other	n=1
No, did not receive advice	n=18

Base: Quit smoking using vaping since 2019

Specific Strategy. There is a mix in terms of respondents who did and did not use a specific plan for when to smoke and when to vape when they were quitting smoking.

Table 39: Used Specific Plan To Quit Smoking Using Vaping

Q41. To help you quit smoking, did you have a specific plan or strategy in place for when to smoke and when to vape?	Quit Smoking Using Vaping Since 2019 (n=29)
Yes	n=9
No	n=15
Not sure	n=2

Base: Quit smoking using vaping since 2019

Planning To Use Vaping To Quit Smoking

The difficulty of quitting smoking is evident in the data: most current Dual Users are either trying to quit – although few describe their attempt as very serious - or plan to quit in the future – although few in the immediate future.

In addition to questions posed of those who had successfully quit smoking, a set of questions was asked of Vapers who are smoking (Dual Users, 38% of the total sample) about their intentions to quit in the future.

Intentions to quit smoking. The table below summarizes the intentions to quit smoking among all current Dual Users. A subset of Dual Users (39%) are already trying to quit smoking, based on their response to an earlier question about their reason for vaping (see page 33). The remainder of Dual Users not already trying to quit were asked whether they planned to quit in the future. Almost half (47%) say they are planning to quit smoking, although few plan to do so in the near-term (11% in the next month).

While new smokers are the least likely to say they are already trying to quit (15%), they are most likely to be planning to quit in the next month (38%). The proportion who are not planning to quit at all is highest among relapsed smokers (22%).

Daily vapers are more likely than those who vape less often to plan to quit smoking in the next month (18% vs 5%, respectively); in turn, non-daily vapers are more likely to say they will quit at some point six months or more in the future (27% vs. 12% of daily vapers).

Table 40: Intentions to Quit Smoking

Q25. Which of the following best describes the main reason(s) you vape? Q33. Are you planning to quit smoking cigarettes...?	2019 (n=606)	2020 (n=384)	Status Quo Dual Users (n=311)	Relapsed Smokers (n=34)	New Smokers (n=39)
Already trying to quit	45%	39%	42%	50%	15%
Planning to quit smoking cigarettes (Net)	43%	47%	44%	29%	72%
<i>Within the next month</i>	6%	11%	7%	4%	38%
<i>Within the next 6 months</i>	15%	16%	15%	14%	21%
<i>Sometime in the future beyond 6 months</i>	21%	20%	22%	10%	13%
I am not planning to quit	12%	14%	14%	22%	13%

Base: Dual users

Seriousness of attempt. Dual users who are using vaping to try to quit smoking were asked about the seriousness of their current attempt. Three in ten (31%) categorize their attempt as ‘very serious’ with another half (52%) who say it is ‘somewhat serious.’ There are no clear patterns in terms of demographics, vaping or smoking behaviour that are clearly associated with describing a quit attempt as ‘very serious.’

Table 41: Seriousness of Quitting Attempt

Q32. How serious is your current attempt to quit smoking?	2020 (n=155)
Very serious	31%
Somewhat serious	52%
Not very serious	16%
Not at all serious	1%
Not sure	1%

Base: Dual users who are trying to quit smoking

Use of Smoking Cessation Aids

Roughly one in five of those who plan to quit smoking say they are very likely to use vaping, nicotine gum or patches, with fewer saying they are likely to use medication. Most have not received advice on using vaping to quit smoking nor have a specific plan on how to use vaping to quit smoking.

Dual users who plan to quit smoking in the future were asked how likely they are to use different cessation aids. Around one in five say they are ‘very likely’ to use vaping products with (22%) or without nicotine (20%) and to use nicotine gum/lozenges (19%) or patches (17%). The proportion who are very likely to use medication such as Zyban or Champix is lower (13%). Those who have more immediate plans to quit smoking (i.e. in the next month) report being ‘very likely’ to use each of these aids more than twice as often as those whose plan to quit is more long-term.

Table 42: Likelihood of Using Cessation Aids

Q34. How likely are you to use each of the following to help you quit smoking cigarettes?	Vaping Products with Nicotine	Vaping Products without Nicotine	Nicotine Patch	Nicotine Gum or Lozenge	Medication (e.g. Zyban, Champix)
Likely (Net)	70%	69%	59%	60%	38%
Very likely	22%	20%	17%	19%	13%
Somewhat likely	48%	49%	42%	41%	25%
Not likely (Net)	27%	29%	36%	36%	57%
Not very likely	22%	19%	22%	24%	31%
Not at all likely	6%	10%	15%	12%	26%
Not sure	3%	3%	5%	4%	5%

Base: Dual users who are planning to quit smoking (n=169)

Advice on using vaping to quit smoking. Among dual users who plan to cut down smoking or quit, four in ten have received advice or information about using vaping for this purpose. Health care professionals (23%) were consulted somewhat more often for advice than peers in 2020 (18%), a shift from 2019 when peers were more commonly consulted.

Table 43: Source of Advice on Using Vaping to Quit or Reduce Smoking

Q28. Did you get information/advice from anyone on using vaping to quit or reduce smoking? Q29. From where did you get advice on using vaping to quit or reduce smoking?	2019 (n=425)	2020 (n=256)
Yes, received advice on using vaping to quit or cut down on smoking	38%	40%
Health Care Professionals (NET)	21%	23%
<i>Doctor</i>	12%	16%
<i>Pharmacist</i>	9%	8%
<i>Nurse/nurse practitioner</i>	5%	7%
<i>Dentist</i>	4%	1%
Peers (NET)	25%	18%
<i>Friend/classmate</i>	17%	13%
<i>Co-worker</i>	8%	6%
<i>Sister/brother</i>	9%	4%
<i>Parent/guardian</i>	4%	3%
Web forum	2%	7%
Vape shop	6%	4%
Support group	3%	2%
Other	1%	1%
No, did not receive advice	58%	55%
Not sure	4%	4%

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

Note: The February 2019 wave asked only about “advice” and not “information/advice” as in June 2019 and 2020.

Specific plan for quitting smoking using vaping. As in 2019, one-third of dual users (34%) who are trying to quit or cut down on smoking cigarettes have a specific plan or strategy for when to smoke and when to vape. This is virtually identical to the proportion who used a specific plan among those who successfully quit smoking using vaping.

Table 44: Specific Plan for Quitting Smoking Using Vaping

Q30. To help you quit smoking, do you have a specific plan or strategy in place for when to smoke and when to vape?	2019 (n=231)	2020 (n=256)
Yes	32%	34%
No	60%	58%
Not sure	8%	8%

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

Problems or challenges using vaping to quit smoking. Dual Users trying to quit or reduce smoking were asked what problems or challenges they face in using vaping to do so (open-ended, without providing response options). The challenges identified are varied but tend to involve a continued addiction to smoking, concerns about vaping (health and non-health related), and a preference for smoking over vaping.

Table 45: Problems and Challenges Using Vaping to Quit Smoking

Q31. What problems or challenges, if any, are you having using vaping products to help you quit or reduce smoking?	2020 (n=256)
Addicted to cigarettes (Net)	22%
<i>Addicted to smoking/can't quit totally</i>	9%
<i>Lack of will power</i>	5%
<i>Craving for a cigarette is too strong</i>	4%
<i>Vaping is not as satisfying as smoking</i>	4%
Concerns about vaping (Net)	14%
<i>Might become addicted to vaping</i>	4%
<i>Inability to get preferred flavours easily/flavour(s) illegal in my province</i>	3%
<i>Concerns with recent reports about health problems related to vaping</i>	3%
<i>Public perception of vaping/not socially accepted</i>	3%
<i>Expensive to purchase devices/liquids</i>	2%
Enjoy smoking/don't intend to quit/prefer taste of cigarettes	6%
Smoking is easier than vaping/no need to clean device/fill it with liquid/keep it charged	5%
Pressure from friends to smoke with them	2%
Too much stress with current COVID-19 situation	2%
Also require nicotine patches/gum	2%
Other	2%
Nothing/I am capable of quitting if I want to	8%
Not sure	39%

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

E. Successful Vaping Cessation

Reasons for Quitting Vaping

Those who no longer regularly vape cite negative health impacts and negative media coverage about vaping as their primary reasons.

A set of questions was asked of respondents who have quit vaping are no longer classified as regular vapers (i.e., had **not** used a vaping product at least once a week for the past four weeks) (40% of total sample), indicating that they had quit vaping since 2019 (although three percent are still vaping less than once a week). This group includes current smokers (22%) and non-smokers (18%).

When asked why they chose to stop vaping since 2019 (open-ended, with no response list provided), the top reasons are that they experienced negative health impacts (29%) or were concerned about the negative media reports about the harm associated with vaping (21%). Non-smokers (36%) are more likely than their smoking counterparts (22%) to cite negative health experiences as the reason they quit vaping.

Relatively few cite other reasons for quitting vaping, such as the expense (7%) or lack of enjoyment (7%). A few comments also indicate that vaping has not completely stopped (e.g., never stopped vaping entirely, just reduced amount of vaping).

Table 46: Reasons Decided to Stop Vaping

Q44. Your answers from 2019 indicate you were regularly vaping. What is the main reason why you decided to stop vaping?	All who quit vaping (n=399)	Current smokers (n=232)	Current non-smokers (n=167)
Bad for my health/causes side effects/got sick	29%	22%	36%
Negative media coverage/reports about deaths caused by vaping/studies showing how harmful it is	21%	21%	21%
Too expensive/can't afford it	7%	8%	6%
Don't like it/not as enjoyable as smoking a cigarette	7%	8%	5%
Concerned with current COVID-19 pandemic/its effects on smokers' lungs	5%	3%	7%
I went back to smoking/it didn't help me quit smoking	3%	6%	0%
It was to help me quit smoking and it worked	3%	1%	5%
Still vape cannabis	2%	4%	1%
Decided to quit/no longer interested in vaping	2%	2%	2%
I just reduced amount of vaping	1%	2%	1%
My device is broken/lost	1%	1%	1%
It was becoming a habit/didn't want to get addicted to it	1%	1%	1%
Quality/availability of liquids	1%	2%	0%
Less peer pressure/friends don't vape any more	1%	0%	1%
Don't want anything in my lungs but fresh air	1%	1%	1%
Other	4%	4%	4%
No reason	2%	3%	1%
Not sure	19%	18%	20%

Base: Those who quit vaping since 2019

Advice and Information Used in Quitting Vaping

Around three in ten people who no longer regularly vape received information or advice on how to stop vaping; this information often revolved around the dangers of vaping.

Almost three in ten (28%) who stopped regularly vaping received advice or information about how to do so. This advice is more likely to have come from health professionals (18%) than from peers (14%). The sources of information used for stopping vaping are similar for both smokers and non-smokers.

Table 47: Use of Advice and Information To Quit Vaping

Q45. Did you get information and/or advice from anyone on how to stop vaping? Q46 From where did you get advice on how to stop vaping?	All who quit vaping (n=399)	Current smokers (n=232)	Current non-smokers (n=167)
Yes, received information/advice	28%	30%	26%
Health Care Professionals (NET)	18%	18%	17%
Doctor	14%	14%	15%
Dentist	4%	7%	1%
Pharmacist	4%	3%	4%
Nurse/nurse practitioner	3%	3%	3%
Peers (NET)	14%	14%	14%
Friend/classmate	7%	6%	9%
Sister/brother	5%	7%	2%
Parent/guardian	4%	3%	4%
Co-worker	3%	4%	2%
Web forum	5%	5%	5%
Support group	3%	3%	2%
Vape shop	2%	2%	1%
Other	1%	1%	1%
No, did not receive advice	69%	68%	69%
Not sure	3%	2%	5%

Base: Those who quit vaping since 2019

Those who received advice or information about quitting vaping were asked what specifically they were told about how to stop (open-ended, without providing response options). The most common message they were given was that vaping is dangerous or harmful (36%). Some were told to quit outright (19%) while others were told to cut back slowly (15%). Other advice included picking up other activities such as exercising (8%) or surrounding themselves with people who don't vape (4%).

Table 48: Advice or Information Received About Stopping Vaping

Q47. What advice were you given about how to stop vaping?	Received Advice or Information (n=99)
Vaping is dangerous/harmful to health/bad for you	36%
Stop vaping altogether/cold turkey	19%
Cut back slowly/step by step	15%
To do other activities/exercise/go to the gym	8%
To surround myself with family/friends who don't vape	4%
It could become addictive	3%
Other	4%
Not sure	28%

Base: Received information or advice about quitting vaping

Strategies and Aids Used in Quitting Vaping

A majority of those who have quit vaping reduced their frequency in order to quit, while fewer chose to switch nicotine concentrations.

Strategies. The majority (59%) of those who stopped regular vaping reduced their frequency of vaping to help them quit and one-quarter (25%) switched from a higher to lower nicotine strength. There are no clear differences in the vaping quitting strategies used between smokers and non-smokers.

Table 49: Strategies Used to Quit Vaping

Q48. To help you stop vaping, did you do any of the following?	All who quit vaping (n=399)	Current smokers (n=232)	Current non-smokers (n=167)
Reduce your frequency of vaping (% yes)	59%	60%	58%
Switch from a higher to a lower nicotine strength (% yes)	25%	27%	22%
Neither	38%	37%	40%

Base: Those who quit vaping since 2019

Aids. Half (52%) of those who have stopped regular vaping say they did not use any aids to help them. The other half used various aids such as nicotine gum (12%), cannabis (11%), nicotine patches (11%) or counselling (10%). Smokers are more likely than non-smokers to have used nicotine gum or patches to help them quit vaping.

Table 50: Aids Used to Quit Vaping

Q49. Which of the following, if any, did you use to help you stop vaping?	All who quit vaping (n=399)	Current smokers (n=232)	Current non-smokers (n=167)
Nicotine gum or candy	12%	18%	6%
Cannabis	11%	12%	10%
Nicotine patch	11%	16%	4%
Counselling	10%	11%	8%
Self-help books	5%	7%	4%
Medication (e.g. Zyban, Champix)	4%	5%	3%
Acupuncture	3%	4%	3%
Hypnosis	2%	2%	2%
Quit-line	2%	2%	2%
Other nicotine replacement therapy products	1%	2%	0%
Other	5%	7%	4%
I did not use anything to quit vaping	52%	44%	61%
Not sure	3%	2%	4%

Base: Those who quit vaping since 2019

Analysis of device brands used. Those who have stopped regular vaping since 2019 are most likely to recall using Juul, but a majority (59%) do not recall the brand type.

Table 51: Brand Used in 2019

Q53C. What brand(s) of vaping device were you using in 2019? <i>(Top responses)</i>	All who quit vaping (n=399)	Current smokers (n=232)	Current non-smokers (n=167)
Juul	18%	21%	14%
Aspire	4%	4%	4%
Smok	3%	4%	3%
Vype	2%	3%	1%
Kanger	1%	1%	1%
Evod	1%	<1%	1%
Stlth	1%	1%	0%
Eleaf	1%	1%	<1%
All heated tobacco products mentions	1%	3%	0%
Other	8%	6%	11%
Nothing	2%	3%	1%
Not sure	59%	53%	66%

Base: Those who quit vaping since 2019

Difficulty of Quitting Vaping

Most of those who no longer vape say stopping was easy, although they required an average of two attempts to quit.

Two thirds of those who stopped regular vaping describe it as easy (65%), one in four (28%) say it was very easy. Smokers (70%) are more likely than non-smokers (59%) to say it was easy. Notably, views about quitting vaping do not vary substantially between former smokers (i.e., those who have successfully quit smoking) and those who never smoked (57% and 62% say it is easy, respectively). The majority stopped vaping after one or two attempts, with an average of two attempts.

Table 52: Difficulty and Number of Attempts to Quit Vaping

Q50. How easy or difficult was it for you to stop vaping?	All who quit vaping (n=399)	Current smokers (n=232)	Current non-smokers (n=167)	Former smokers (n=77)	Never smokers (n=88)
Easy (Net)	65%	70%	59%	57%	62%
Very easy	28%	31%	24%	21%	27%
Somewhat easy	37%	38%	35%	36%	35%
Difficult (Net)	33%	29%	37%	39%	35%
Somewhat difficult	27%	24%	31%	33%	29%
Very difficult	5%	5%	6%	7%	6%
Not sure	2%	1%	4%	4%	3%
Q51. How many times did you try to stop vaping before you successfully quit?					
Zero	8%	7%	8%	14%	5%
1	37%	36%	39%	44%	35%
2	20%	21%	19%	18%	19%
3	7%	9%	4%	6%	3%
4+	7%	6%	9%	5%	12%
Not sure	21%	21%	21%	12%	27%
Mean score	1.91	1.89	1.94	1.93	1.95

Base: Those who quit vaping since 2019

Those who have stopped both regular vaping and smoking were asked about the relative difficulty of the two. A majority say vaping is easier to quit (55%); most of the remainder (42%) say the two are equally easy to quit. Very few found it easier to quit smoking (2%).

Table 53: Relative Ease of Quitting Vaping and Smoking

Q53. In your experience, which is easier to quit?	Quit smoking and vaping (n=77)
Quitting vaping is easier	55%
Quitting smoking is easier	2%
About the same	42%
Not sure/have not tried to quit smoking	2%

Base: Those who quit vaping since 2019 and are former smokers

Markers of Successfully Quitting Vaping

A lack of cravings and not vaping for a long period of time are the most common indicators of successfully stopping vaping.

Those who have stopped regular vaping were asked how they know they have successfully quit (asked open-ended, without providing response options). The lack of cravings (26%) and the fact that they don't vape even when they have cravings (21%) are the main indicators.

Table 54: Indicators of Successfully Quitting Vaping

Q52. Now that you have stopped vaping, how do you know that you have successfully quit?	All who quit vaping (n=399)	Current smokers (n=232)	Current non-smokers (n=167)
No longer crave it/don't think about it	26%	25%	28%
Haven't vaped for a long time/don't vape even if I have the craving for it	21%	18%	25%
I switched back to cigarettes instead of vaping	5%	8%	<1%
I got rid of vaping gear/destroyed it/threw it in the garbage	4%	5%	3%
I never liked/enjoyed vaping even while doing it	3%	2%	5%
It is dangerous/unhealthy habit/can ruin lungs	2%	2%	3%
Don't need it anymore	2%	1%	3%
I am back in shape/healthy/feeling better	2%	3%	1%
I am not around people who vape	1%	1%	1%
Just know it	1%	<1%	1%
I am saving a lot of money by not spending on vaping habit	<1%	0%	1%
Still vape occasionally/vape cannabis	3%	5%	2%
Other	1%	2%	1%
Nothing	1%	<1%	1%
DK/NA/still early to tell	33%	34%	33%

Base: Those who quit vaping since 2019

F. Cannabis Usage

More than half of respondents have used cannabis in the past 30 days with new smokers being the group most likely to have done so; smoking cannabis is the most common method of consumption regardless of vaping status.

A majority of all respondents have consumed cannabis in the past 30 days (56%). Cannabis is more likely to be smoked (40%) than either vaped (17%) or consumed another way (15%). Regular vapers are more likely to have consumed it than non-vapers, regardless of how. New Smokers are the most likely to have used cannabis recently and those who have continued to only vape or do not vape or smoke are much less likely to be recent cannabis users.

Table 55: Cannabis Use in Past 30 Days by Vaping Type

Q54. Have you vaped cannabis in the last 30 days?	Overall (n=992)	Regular Vapers (n=593)	Non-Vapers (n=399)
Used cannabis in past 30 days (Net)	56%	61%	50%
<i>I have smoked it</i>	40%	43%	37%
<i>I have vaped it</i>	17%	20%	12%
<i>I have consumed it in another way</i>	15%	17%	12%
None of the above	42%	38%	47%
Not sure	2%	1%	3%

Base: All respondents

Table 56: Cannabis Use in Past 30 Days by Groups of Interest

Q54. Have you vaped cannabis in the last 30 days?	Status Quo Dual Users (n=311)	Quit Smoking (n=106)	Relapsed Smokers (n=53)	New smokers (n=63)	Status Quo Vapers (n=149)	Quit Vaping (n=121)
Used cannabis in past 30 days (Net)	66%	53%	62%	75%	44%	34%
<i>I have smoked it</i>	51%	32%	46%	47%	31%	24%
<i>I have vaped it</i>	18%	24%	21%	31%	14%	5%
<i>I have consumed it in another way</i>	18%	6%	13%	12%	18%	14%
None of the above	33%	43%	38%	25%	56%	62%
Not sure	1%	3%	0%	0%	0%	4%

Base: All respondents

Appendix A: Methodology

The results of this research are based on a quantitative Return to Sample (RTS) online survey conducted with Canadians aged 15 and older who participated in either the February or June 2019 wave of the Health Canada Vapers Panel online survey.

Invitations were sent to those who completed the earlier survey to participate in the 2020 follow-up. All of those invited were 15 years of age or older at the time of the 2019 survey and were identified as **regular vapers**. – those who vaped at least once a week for the past four weeks in 2019. Invitations were sent to 4,018 panel members and completed by 992 (a response rate of 25%). The survey was conducted between **March 25 and April 14, 2020**. This means that this survey was fielded while most parts of Canada were under shutdown due to the COVID-19 pandemic. There is some evidence that the pandemic may have contributed to the vaping and tobacco attitudes and behaviours identified in this survey (e.g., mentions of increased stress due to COVID-19), but the extent of this impact cannot be conclusively determined.

No quotas were used in this research to allow every potential participant to respond. Weighting was used to match respondents in each wave to the *2017 Canadian Tobacco Alcohol and Drugs* (CTADS) study in terms of region, gender and age (15-19, 20-24, 25+) to maintain consistency. This approach allows for a longitudinal analysis of the same respondents from 2019 to 2020 in order to track changes in their behaviour over that time.

The original sample sources (and, therefore, the 2020 sample) was drawn from among panels of individuals who have agreed 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, and the results cannot be described as statistically projectable to the target population.

Target population and sample design

The sample for this project was respondents to two different earlier waves of the Health Canada Vapers Panel:

- Wave 1 - February 2019 (POR 083-18): An online survey with **2,027** Canadians 15 years of age or older identified as regular vapers. Quota targets used 2015 CTADS estimates for regular vapers in terms of age, gender and region.
- Wave 2 – June 2019 (POR 141-18): An online survey with **2,043** Canadians 15 years of age or older identified as regular vapers. Quota targets used 2017 CTADS estimates for regular vapers in terms of age, gender and region.

Each respondent is classified as either a Regular Vaper (vaped at least once a week for the past four weeks) or a Non-Vaper. Respondents are also grouped into one of three segments per their smoking status: Current Smokers (daily or occasional smokers), Former Smokers (not currently smoking, but have smoked 100 cigarettes over their lifetime) and Never Smokers (have never smoked a whole cigarette, or are not currently smoking and have not smoked 100 cigarettes over their lifetime). Respondents who are both Regular Vapers and Current Smokers are classified as Dual Users. The age groups presented in the report are defined as follows: youth vapers (15-19 years old), young adult vapers (20-24 years old) and adult vapers (25+ years old or split between 25-44 and 45+).

Survey respondents to the 2019 surveys were drawn from the *Asking Canadians* panel and was made up of individuals who had agreed to participate in online surveys. To allow for the inclusion of youth under 18 years of age, invitations were sent to panellists who were parents of children aged 15-17 and asked to provide consent for their child's participation before having their child complete the survey (the same approach to obtaining

parental consent was used in 2020 when re-contacting respondents). Respondents who participated in the February 2019 edition were not invited to participate in the June 2019 edition, so they make up one large group of regular vapers. While a total of 4,070 completed one of the 2019 surveys, respondents who did not provide information about their smoking status in 2019 were not invited to participate in the 2020 survey. As a result, 4,018 invitations to complete the 2020 survey were sent. A total of 412 respondents responded to the 2020 invitation from the February wave and 580 responded from the June wave.

As the aim of this project was to gather longitudinal responses from those who completed a survey in 2019, no quotas were used in order to allow all potential respondents to provide input. The 992 respondents to the 2020 survey were then weighted to match the latest CTADS estimates of regular vapers in Canada (2017) in terms of age, region and gender. This approach corrects for divergent response rates among demographic groups by ensuring the weighted results from 2019 and from 2020 have the same demographic characteristics.

The table below compares the demographic make up of the 2019 sample to which invitations were sent (n=4,018) and the same characteristics of the 2020 RTS sample who responded (n=992). Comparing these proportions demonstrates the demographic differences between the group who were invited to participate and those who completed the survey. There are only minor differences in terms of region and gender, but those in the younger age groups were less likely to respond than those in the older groups. Youth made up 14.1% of 2019 respondents but only 9.5% of the 2020 RTS sample and while young adults made up 17.2% of the 2019 respondents and 6.9% of the RTS sample. This is a typical pattern with RTS projects.

Table 57: Unweighted Response From Total 2019 Sample and 2020 RTS

Demographic group	Unweighted 2019 Invited Respondents (n=4,018)	Unweighted 2020 Respondents (n=992)	Weighted 2020 Sample (n=992)
Province			
Atlantic	10.0%	9.1%	9.7%
Quebec	24.7%	23.9%	27.4%
Ontario	27.4%	29.1%	20.4%
Manitoba/Saskatchewan	9.9%	8.9%	8.0%
AB	10.1%	10.3%	9.8%
BC	17.9%	18.8%	24.7%
Age group (Age in 2019)			
15-19	14.1%	9.5%	14.7%
20-24	17.2%	6.9%	15.8%
25-44	35.9%	40.6%	33.6%
45+	32.8%	43.0%	35.9%
Gender			
Woman/girl	43.4%	41.7%	39.8%
Man/boy	56.4%	58.3%	60.2%
Other	0.2%	0.0%	0.0%

Weighting is used to account for these demographic differences by weighting up the groups which are underrepresented so that the weighted totals match the 2017 CTADS targets for regular vapers. The table below provides the educational and income distribution of the complete 2019 data set (to whom invitations were sent) and the 2020 RTS sample. While broadly similar, those who responded to the 2020 survey generally have more education and are less likely to belong to the lowest household income level (under \$20,000 a year).

Table 58: Socioeconomic Variable Comparison - Total 2019 Sample and 2020 RTS

Demographic group	Weighted 2019 Respondents (n=4,018)	Weighted 2020 Respondents (n=992)
Education		
Some high school or less	10%	7%
High School diploma or equivalent	24%	19%
Registered Apprenticeship or other trades certificate/ diploma	8%	8%
College, CEGEP/other non-university certificate or diploma	25%	26%
University certificate or diploma below bachelor's level	7%	6%
Bachelor's degree	18%	25%
Post graduate degree above bachelor's level	7%	8%
Prefer not to say	1%	1%
Income		
Under \$20,000	11%	7%
\$20,000 to just under \$40,000	18%	17%
\$40,000 to just under \$60,000	17%	18%
\$60,000 to just under \$80,000	17%	17%
\$80,000 to just under \$100,000	12%	14%
\$100,000 to just under \$150,000	14%	16%
\$150,000 and above	6%	7%
Not sure/Prefer not to say	5%	5%

Questionnaire design

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

In consultation with Health Canada, Environics developed a draft questionnaire which included both questions that were asked in the February and/or June 2019 wave of research along with questions which were new in the 2020 survey. The questionnaire was designed to meet all of the research objectives set out for this project and adhere to Federal Government standards for public opinion research. The final questionnaire is included as Appendix B.

Prior to finalizing the survey for field, a pre-test (soft launch) was conducted in English (100 completed) and French (9 completed). The pre-test assessed the questionnaires in terms of question wording and sequencing, respondent sensitivity to specific questions and to the survey overall, and to determine the survey length; standard Government of Canada pre-testing questions were also asked. No changes which affected the integrity of the pre-test interviews were made so they were all kept as part of the final sample.

Fieldwork

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

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

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

Completion results

Survey respondents took 8.5 minutes on average to complete the survey.

The completion results are presented in the table below:

Table 59: Contact Disposition

Total email addresses used	4,018
Invalid cases	20
o invitations mistakenly sent to people who did not qualify for the study	0
o incomplete or missing email addresses	20
Unresolved (U)	2,971
o email invitations bounce back	0
o email invitations unanswered	2,971
In-scope non-responding units (IS)	29
o non-response from eligible respondents	0
o respondent refusals	0
o language problem	0
o selected respondent not available (illness; leave of absence; vacation; other)	0
o early break-offs (started, but did not finish the survey)	29
Responding units (R)	998
o completed surveys disqualified – quota filled	0
o completed surveys disqualified for other reasons	6
o completed surveys	992
Participation rate / response rate = $R \div (U + IS + R)$	25.0%

Appendix B: Research instrument

Health Canada
Spring 2020 Regular Vapers Panel Survey
Final Draft Questionnaire
Return-to-sample (RTS) from 2019 survey; 100% qualification

LANDING PAGE

Please select your preferred language for completing the survey.

01 – English
02 – French

Background information

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

In February/June of 2019, you gave permission for your 15, 16 or 17-year old teenager to participate in an important survey for Health Canada about vaping. We very much appreciate their participation and would like to get further opinions from them on this topic.

As their parent or legal guardian, we are requesting your permission for your child to participate in this follow-up survey. As before, it is a short 15-minute survey. The feedback will be used by Health Canada to develop regulations related to vaping and to design public education materials.

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

How does the online survey work?

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

What about your child's personal information?

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

What happens after the survey?

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

This study has been registered with the Canadian Research Insights Council's Research Verification Service, so that you may validate its authenticity. If you would like to enquire about the details of this research, you can visit CRIC's website www.canadianresearchinsightscouncil.ca. If you choose to verify the authenticity of this research, you can reference project code `X-XXXXXX`

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

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

Thank you for your support of this important research.

[LINK GOES TO "INTRODUCTION FOR ALL RESPONDENTS" BELOW](#)

ALL RESPONDENTS

In February/June of 2019, you participated in a survey for Health Canada about vaping. We thank you for your input and would like to get further opinions from you on this topic.

As before, this a short **15-minute** survey being conducted by Environics, a Canadian public opinion research firm, on behalf of Health Canada. The feedback will be used by Health Canada to develop regulations related to vaping and to design public education materials.

Some of these questions are similar or identical to the ones you have answered before. Please answer them based on **what you think or do right now** without thinking about your previous answers.

15-17-YEAR-OLDS ONLY: Your parent or legal guardian has again given permission for you to participate in this very important study. Your participation is voluntary, so it is up to you to decide whether you are willing to answer, but we hope you do! You can do the survey on your computer, laptop, tablet or phone. You can stop at any time if you feel uncomfortable or choose not to answer certain questions. Your answers will not be shown to your parent(s), legal guardian(s), teachers or anyone else, so please be as honest as you can.

How does the online survey work?

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

What about your personal information?

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

What happens after the survey?

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

This study has been registered with the Canadian Research Insights Council's Research Verification Service, so that you may validate its authenticity. If you would like to enquire about the details of this research, you can visit CRIC's website www.canadianresearchinsightscouncil.ca. If you choose to verify the authenticity of this research, you can reference project code XXX-XXXXXX.

Vaping status

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

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

[2019 Q1]

1. Which of the following have you done **in the past 30 days**?
SELECT ALL THAT APPLY

01 - I have not vaped in the past 30 days **EXCLUSIVE**

02 – I have vaped liquids **WITHOUT** nicotine

03 – I have vaped liquids **WITH** nicotine

04 – I have vaped, but I’m not sure if my vape liquids contain nicotine or not

05 – I have vaped liquids containing cannabis/marijuana/THC/CBD

[2019 Q2]

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

01 - Yes

02 - No

99 - Not Sure

REGULAR VAPER: Q1=02-04 AND Q2=01

NON-VAPER: EVERYONE ELSE

[NEW SCREEN]

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

Vaping use

ASK Q3-17 IF (STILL) REGULAR VAPER. IF NON-VAPER, SKIP TO Q18

[2019 Q6]

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

01 – I vaped them every day

02 – I vaped them at least once a week, but not daily

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

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

03 – A couple times a week

04 – Weekends only

05 – Other (SPECIFY)

[2019 Q7]

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

01 – I vaped them every day

02 – I vaped them at least once a week, but not daily

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

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

03 – A couple times a week

04 – Weekends only

05 – Other (SPECIFY)

[2019 Q8]

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

01 – I use them every day

02 – I use them at least once a week, but not daily

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

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

03 – A couple times a week

04 – Weekends only

05 – Other (SPECIFY)

DAILY USER: ANY CODE 1 AT Q3-Q5

NON-DAILY USER: NOT DAILY USER (No Code 1 at Q3-Q5)

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

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

USED BOTH PAST 30 DAYS: Q1=02 AND 03

6. MOVED TO AFTER 9c

[NEW]

7. How many different vaping devices do you use on a **regular** basis?

ENTER NUMBER _____ [RANGE 1-20]

999 - Not sure **SKIP TO Q9a**

[NEW]

9. **[IF Q7>01 AND <99]** What are the main reasons you switch between devices?

77 – **[Open-ended response]**

99 - Not sure

[NEW]

9a. What brand(s) of vaping device do you currently use?

77 – **[Open-ended response]**

99 - Not sure **SKIP TO Q6NEW**

[NEW]

9b. Thinking back to February/June of 2019, were you using the same brand back then or were you using a different brand?

01 – Same brand **SKIP TO Q10**

02 – Different brand

99 - Not sure **SKIP TO Q10**

[NEW]

9c. **[IF Q9b=02]** What brand(s) of vaping device were you using in February/June of 2019?

77 – **[Open-ended response]**

99 - Not sure

[2019 Q11]

6NEW. [ASK ONLY IF Q9a=99] IF Which of the following images best represents the vaping device you are currently using?

SELECT ALL THAT APPLY

RANDOMIZE LIST/IMAGES

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



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



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



97 – Another type of device not shown here [ANCHOR]

99 – Not sure [ANCHOR AT BOTTOM, SINGLE PUNCH]

SKIP TO Q12 IF USED NON-NICOTINE ONLY PAST 30 DAYS: Q1=02 AND Q1 <> 3

[NEW; FROM ITC SURVEY]

VAPED NICOTINE IN PAST 30 DAYS

10. 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

- 01 – None (0%)
- 02 – Less than 2%
- 03 – 2% to 4.9%
- 04 – 5% or more

mg/ml

- 05 – None (0 mg/ml nicotine)
- 06 – Less than 10 mg/ml
- 07 – 10-19 mg/ml
- 08 – 20-29 mg/ml
- 09 – 30-39 mg/ml
- 10 – 40 mg/ml or more

- 88 – Prefer not to answer
- 99 – Not sure

[NEW]

VAPED NICOTINE IN PAST 30 DAYS

11. In the past six months, have you switched your typical vaping liquid...?
Please select one response

- 01 - from a lower to a higher nicotine strength
- 02 - from a higher to a lower nicotine strength
- 03 - or, not changed the nicotine strength [SINGLE PUNCH]
- 99 - Not sure [SINGLE PUNCH]

[NEW]

SWITCHED NICOTINE STRENGTH IN PAST SIX MONTHS

- 11a. [IF Q11=01-02] What is the main reason you switched your typical vaping liquid [Q11 RESPONSE: from a lower to a higher nicotine strength / from a higher to a lower nicotine strength]?

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

[NEW; FROM ITC SURVEY]

SWITCHED NICOTINE STRENGTH IN PAST SIX MONTHS

- 11b. [IF Q11=01-02] How much nicotine did the e-cigarettes, cartridges, pods or e-liquids you used **six months ago** contain, before you switched to [Q11=01: higher / Q11=02: lower] strength? You can choose to report the % or mg/ml. If you used different concentrations of nicotine, please select the one used most frequently.

Percentage

- 01 – None (0%)

- 02 – Less than 2%
- 03 – 2% to 4.9%
- 04 – 5% or more

mg/ml

- 05 – None (0 mg/ml nicotine)
- 06 – Less than 10 mg/ml
- 07 – 10-19 mg/ml
- 08 – 20-29 mg/ml
- 09 – 30-39 mg/ml
- 10 – 40 mg/ml or more

- 88 – Prefer not to answer
- 99 – Not sure

[2018 Q15]

12. What is your preferred flavour to vape?

SELECT ONE ONLY

RANDOMIZE LIST

- 01 - Fruit
- 02 - Candy/confectionary
- 03 - Candy floss
- 04 - Coffee/tea
- 05 - Dessert
- 06 - Mint/menthol
- 07 - Energy drinks
- 09 - Cereal
- 09 - Cookies
- 10 - Tobacco flavour
- 11 – Cannabis/marijuana flavour (simply a flavour, not containing THC or CBD)
- 12 – Alcohol flavour
- 13 – Soft drink flavour
- 14 – Flavourless/no flavour in descriptor
- 15 – Floral/herbal
- 97 – Other [SPECIFY] **[ANCHOR]**
- 99 – Not sure **[ANCHOR AT BOTTOM, SINGLE PUNCH]**

[2018 Wave 1 Q16 wording changed]

12a. How much do you spend in a typical month on vaping devices (including each of its components) and on pods or e-liquids? ENTER NUMBER

On devices \$_____ per month **[RANGE \$0-\$700]**
 999 - I don't know

On pods or e-liquids \$_____ per month **[RANGE \$0-\$250]**
 999 - I don't know

[2019 Q19 revised]

13.. Are you currently trying, or have you previously tried...?

GRID - SHOW IN ORDER

	Currently trying (01)	Previously tried (but not currently) (02)	Never tried (03)	Not sure (99)
a. To stop vaping				
b. To reduce your frequency of vaping				

[NEW]

TRYING TO QUIT VAPING

14. [IF Q13a=01] How serious is your current attempt to stop vaping?

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

[Similar to 2019 Q49]

TRYING TO QUIT VAPING

15. [IF Q13a=01] Which of the following, if any, are you using to help you stop vaping?

SELECT ALL THAT APPLY

- 03 – Nicotine patch
- 04 – Nicotine gum or candy
- 05 – Medication (e.g. Zyban, Champix)
- 06 - Other nicotine replacement therapy products
- 07 - Counselling
- 08 - Acupuncture
- 09 - Hypnosis
- 10 - Self-help books
- 11 - Quit-line
- 12 - Cannabis
- 97 - Other (SPECIFY)
- 98 - Nothing
- 99 - Not sure

[2019 Q22]

NOT CURRENTLY TRYING TO QUIT VAPING

16. [IF Q13a=02-03,99] Do you plan to stop vaping....?

- 01 – Yes, in the next month
- 02 – Yes, in the next 6 months
- 03 – Yes, in the next year
- 04 – Yes, more than a year from now

- 05 – Yes, I plan to stop vaping but I don't know when
 06 – No, I do not plan to stop vaping
 99 – Not sure

[NEW]

NOT CURRENTLY TRYING OR PLANNING TO STOP VAPING

17. [IF Q13a>01 AND Q16=06] You indicate that you do not plan to stop vaping. What are the main reasons why you plan to **continue vaping**?

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

Vaping harm perceptions

ASK ALL

[2019 Q23]

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

SHOW ONE AT A TIME (CAROUSEL) – RANDOMIZE ORDER

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

Smoking status

ASK ALL

[2019 Q29]

19. Have you ever smoked a whole cigarette?
 01 - Yes
 02 - No
 99 - Don't know/prefer not to say

[2019 Q30]

20. [IF Q19=01,99] In the past 30 days, how often did you smoke cigarettes?
 01 - Every day
 02 - Less than daily, but at least once a week
 03 - Less than once a week, but at least once in the past month
 04 - Not at all
 99 - Don't know/prefer not to say

[2019 Q31]

21. [IF Q19=01,99] Have you smoked at least 100 cigarettes in your life?
 01 - Yes
 02 - No
 99 - Don't know/prefer not to say

Current Smokers:*Daily/occasional* - [If Q20=01-03] AND [Q21 = 01]*Experimental* - [If Q20=01-03] AND Q21 = 02 or 99]**Former Smoker** [Q20=04 and Q21=01]**Never Smoker** [Q20=04 and Q21=02] or [Q19=02]**Unknown** [ELSE]Dual user = Smoker (daily/occasional or experimental) **AND** Regular vaper (Q1=02-04 and Q2=01)Relapsed smoker = Former smoker in February/June 2019 **AND** now Smoker (current or experimental)New smoker = Never smoker in February/June 2019 **AND** now Smoker (current or experimental)Quit smoking = Smoker in February/June 2019 **AND** now Former smoker

	March 2020			
February/June 2019 (all regular vapers)	Current dual user	Smoke only	Vape only	Neither
Dual user	Status quo (#9)	Quit vaping (#7)	Quit smoking (#8)	Quit smoking and vaping (#7,8)
Former smoker	Relapsed (#6)	Relapsed; quit vaping (#6,7)	Former smoker (status quo) (#10)	Quit vaping (#7)
Never smoker	New smoker (gateway issue) – break down daily, occasional, experimental (#6)	Quit vaping, new smoker (gateway issue) – break down daily, occasional, experimental (#6,7)	Never smoker (status quo) (#10)	Quit vaping (#7)

NOTE: NUMBERS CROSS-REFERENCE AGAINST QUESTIONNAIRE OUTLINE

ASK Q.22-34 OF SMOKERS.

The next few questions are about smoking cigarettes (please exclude cannabis smoking).

[2019 Q33]

SMOKER #6, 9

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

[RANGE 1 – 90]

99 – Not sure

[NEW]

NEW, RELAPSED SMOKERS #6

23. [RECALL ANSWER FROM FEBRUARY/JUNE 2019 SURVEY]

NEW SMOKER: Your answers from February/June of 2019 indicate you had never smoked. What are the main reasons you have picked up smoking?**RELAPSED SMOKER:** Your answers from February/June of 2019 indicate you were not smoking cigarettes at the time. What are the main reasons you have gone back to smoking?

77 – [Open-ended response]

99 - Not sure

ASK Q.24-27 OF DUAL USERS

[2019 Q36]

DUAL USER #6, 9

24. Which of the following best describes you?

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

[2019 Q41]

DUAL USER #6, 9

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

SELECT ALL THAT APPLY

LIST FOR: DUAL USERS

- 01 - I'm trying to quit smoking
- 02 - To reduce the number of cigarettes I smoke
- 03 - I vape where smoking is restricted/not allowed
- 20 - Can vape discretely/without it being noticed
- 04 - I vape in certain social settings where it is more socially acceptable than smoking
- 05 - It's less harmful to my health than smoking
- 06 - It's less harmful to others/family/children than smoking
- 07 - It's cheaper than smoking
- 08 - I like the flavours and/or smell
- 22 - Helps me relax/cope
- 09 - It is fun and exciting
- 10 - I like doing tricks
- 11 - My friends/family vape
- 12 – I vape when it is offered to me
- 13 - It gives me a break from work/school/home
- 14 - It passes the time/boredom
- 15 - Habit/ritual
- 16 - For the “buzz”/as an alternate source of nicotine
- 17 - It's easier to buy/get than cigarettes
- 18 - It's easier to hide from my family than smoking
- 19 - As a social activity with friends or family
- 97 - Other (Specify)
- 99 - Not sure

[2019 Q42 closed up]

DUAL USER EXCLUDING NEW AND RELAPSED SMOKERS #9

26. Which of the following best describes the main reason(s) you **continue to smoke** in addition to vaping?

SELECT ALL THAT APPLY

- 01 – Addiction/can't give it up/hard to quit
- 02 – Habit

- 03 – Like the feeling after smoking/vaping does not give the same feeling
- 04 – Craving nicotine/tobacco
- 05 – Still enjoy smoking
- 08 – Smoke with other smokers/with a drink/it's a social thing
- 10 – Smoke when I am stressed/anxious
- 12 – Like the taste of cigarettes better
- 15 – Like cigarettes/smoking more than vaping
- 94 - Trying to quit smoking gradually
- 97 – Other (Specify)
- 99 – Not sure

[NEW]

DUAL USER #6, 9

27. In a typical day, how many times do you vape because you cannot smoke a cigarette (for example, in places where smoking is not permitted or accepted)?

ENTER NUMBER OF TIMES _____ [RANGE 0-50]

99 – Not sure

DUAL USERS WHO ARE TRYING TO QUIT/CUT DOWN [Q25=01-02]
--

[2019 Q43]

DUAL USERS TRYING TO QUIT/CUT DOWN #6, 9

28. [IF Q25=01-02] Did you get information and/or advice from anyone on using vaping to quit or reduce smoking?

01 - Yes

02 – No

99 – Not sure

SKIP TO Q.30

SKIP TO Q.30

[2019 Q44]

DUAL USERS TRYING TO QUIT/CUT DOWN #6, 9

29. [IF Q28=01] From where did you get advice on using vaping to quit or reduce smoking?

SELECT ALL THAT APPLY

01 – Doctor

02 – Nurse/nurse practitioner

02 – Pharmacist

03 – Dentist

04 – Parent/guardian

05 – Sister/brother

06 – Friend/classmate

07 – Co-worker

08 – Support group

09 – Vape shop

10 – Web forum

97 – Other [Specify]

99 – Not sure

[2019 Q45]

DUAL USERS TRYING TO QUIT/CUT DOWN #6, 9

30. [IF Q25=01-02] To help you quit smoking, do you have a specific plan or strategy in place for when to smoke and when to vape?

01 – Yes
 02 – No
 99 – Not sure

[NEW]

DUAL USERS TRYING TO QUIT/CUT DOWN #6, 9

31. [IF Q25=01-02] What problems or challenges, if any, are you having using vaping products to help you quit or reduce smoking?

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

[NEW]

DUAL USERS TRYING TO QUIT SMOKING #6,9

32. [IF Q25=01] How serious is your current attempt to quit smoking?

01 – Very serious
 02 – Somewhat serious
 03 – Not very serious
 04 – Not at all serious
 99 – Not sure

DUAL USERS WHO ARE NOT TRYING TO QUIT [Q25>01]

[2019 Q46]

DUAL USERS NOT TRYING TO QUIT #6,9

33. [IF Q25 = codes 02 - 19, 97 or 99] Are you planning to quit smoking cigarettes...?

01 – Within the next month
 02 – Within the next 6 months
 03 – Sometime in the future beyond 6 months
 04 – I am not planning to quit SKIP TO NEXT SECTION

[2018 RTS Q34]

PLANNING TO QUIT #6,9

34. [Q33=01-03] How likely are you to use each of the following to help you quit smoking cigarettes?

SHOW ONE AT A TIME (CAROUSEL) – RANDOMIZE ORDER

	Very likely (4)	Somewhat likely (3)	Not very likely (2)	Not at all likely (1)	Not sure (99)
a. Vaping products WITH NICOTINE					
b. Vaping products WITHOUT NICOTINE					

c. Nicotine patch					
d. Nicotine gum or lozenge					
e. Medication (e.g. Zyban, Champix)					

ASK Q.35-36 OF “FORMER SMOKER AND REGULAR VAPER”

[2019 Q48]

FORMER SMOKER AND REGULAR VAPER #8,10

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

SELECT ALL THAT APPLY

LIST FOR: FORMER SMOKERS

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

36. Question deleted

ASK Q.37-42 OF QUIT SMOKING (REGARDLESS OF VAPING STATUS)

[2019 Q49]

QUIT SMOKING #8

37. **[RECALL ANSWER FROM February/June 2019 SURVEY]**

QUIT SMOKING: Your answers from February/June of 2019 indicate that you were previously smoking. This time, you are not smoking. Which of the following, if any, did you use to help you quit smoking cigarettes?

SELECT ALL THAT APPLY

- 01 – Vaping products WITH nicotine
- 02 – Vaping products WITHOUT nicotine
- 03 – Nicotine patch
- 04 – Nicotine gum or candy
- 05 – Medication (e.g. Zyban, Champix)

- 06 - Other nicotine replacement therapy products
- 07 - Counselling
- 08 - Acupuncture
- 09 - Hypnosis
- 10 - Self-help books
- 11 - Quit-line
- 12 - Cannabis
- 97 - Other (SPECIFY)
- 98 – I did not use anything to quit smoking
- 99 - Not sure

[NEW]

QUIT SMOKING AND USED VAPING TO QUIT #8

38. [IF Q37=01-02] What problem or challenges, if any, did you have using vaping products to help you quit smoking?

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

[2019 Q43 modified]

QUIT SMOKING AND USED VAPING TO QUIT #8

39. [IF Q37=01-02] Did you get information and/or advice from anyone on using vaping to quit smoking?

- 01 - Yes
- 02 – No SKIP TO Q.41
- 99 – Not sure SKIP TO Q.41

[2019 Q44 modified]

QUIT SMOKING AND USED VAPING TO QUIT #8

40. [IF Q39=01] From where did you get advice on using vaping to quit smoking?
SELECT ALL THAT APPLY

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

[2019 Q45 modified]

QUIT SMOKING AND USED VAPING TO QUIT #8

41. [IF Q37=01-02] To help you quit smoking, did you have a specific plan or strategy in place for when to smoke and when to vape?

01 – Yes

02 – No

99 – Not sure

42. Question deleted

ASK Q.43 OF “NEVER SMOKER <u>AND</u> REGULAR VAPER”

[2019 Q48]

NEVER SMOKER AND REGULAR VAPER #10

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

SELECT ALL THAT APPLY

LIST FOR: NEVER SMOKERS

05 - It's less harmful to my health than smoking

06 - It's less harmful to others/family/children than smoking

07 - It's cheaper than smoking

08 - I like the flavours and/or smell

22 - Helps me relax/cope

09 - It is fun and exciting

10 - I like doing tricks

11 - My friends/family vape

12 – I vape when it is offered to me

13 - It gives me a break from work/school/home

14 - It passes the time/boredom

15 - Habit/ritual

17 - It's easier to buy/get than cigarettes

18 - It's easier to hide from my family than smoking

19 - As a social activity with friends or family

20 - For the “buzz”/I like nicotine

97 - Other (SPECIFY)

99 - Not sure

REGULAR VAPERS AND/OR CURRENT SMOKERS:

[NEW]

43a. Overall, how important to you in your day-to-day life is....?

SHOW ONE AT A TIME (CAROUSEL) – RANDOMIZE ORDER

	Very important (4)	Somewhat important (3)	Not very important (2)	Not at all important (1)	Not sure (99)
a. [IF REGULAR VAPER] Vaping					
b. [IF CURRENT SMOKER] Smoking					

[NEW]

43b. How often do you feel negatively judged by other people when you...?

SHOW ONE AT A TIME (CAROUSEL) – RANDOMIZE ORDER

	Often (4)	Rarely (3)	Sometimes (2)	Never (1)	Not sure (99)
a. [IF REGULAR VAPER] Vape					
b. [IF CURRENT SMOKER] Smoke					

ASK Q.44-53 OF NON-VAPERS ONLY. IF REGULAR VAPERS, SKIP TO Q54

[NEW]

NON-VAPER #7

44. Your answers from February/June of 2019 indicate you were regularly vaping. What is the main reason why you decided to stop vaping?

77 – [Open-ended response]

99 - Not sure

[NEW]

NON-VAPER #7

45. Did you get information and/or advice from anyone on how to stop vaping?

01 - Yes

02 – No

99 – Not sure

SKIP TO Q.48

SKIP TO Q.48

[NEW]

NON-VAPER #7

46. [IF Q45=01] From where did you get advice on how to stop vaping?
SELECT ALL THAT APPLY

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

[NEW]

NON-VAPER #7

47. [IF Q45=01] What advice were you given about how to stop vaping?

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

[NEW]

NON-VAPER #7

48. To help you stop vaping, did you do any of the following?

GRID - RANDOMIZE

	Yes (01)	No (02)	Not sure (99)
a. Reduce your frequency of vaping			
b. Switch from a higher to a lower nicotine strength			

[2019 Q49 – modified list]

NON-VAPER #7

49. Which of the following, if any, did you use to help you stop vaping?
SELECT ALL THAT APPLY

- 03 - Nicotine patch
- 04 - Nicotine gum or candy
- 05 - Medication (e.g. Zyban, Champix)
- 06 - Other nicotine replacement therapy products
- 07 - Counselling
- 08 - Acupuncture
- 09 - Hypnosis

- 10 - Self-help books
- 11 - Quit-line
- 12 - Cannabis
- 97 - Other (SPECIFY)
- 98 - I did not use anything to stop vaping
- 99 - Not sure

[NEW]

NON-VAPER #7

50. How easy or difficult was it for you to stop vaping?

- 01 – Very easy
- 02 – Somewhat easy
- 03 – Somewhat difficult
- 04 – Very difficult
- 99 – Not sure

[NEW]

NON-VAPER #7

51. How many times did you try to stop vaping before you successfully quit?

YOU MAY ENTER AN ESTIMATE, BUT NOT A RANGE

ENTER NUMBER OF ATTEMPTS _____ [RANGE 0-50]

99 – Not sure

[NEW]

NON-VAPER #7

52. Now that you have stopped vaping, how do you know that you have successfully quit?

77 – [Open-ended response]

99 - Not sure

[NEW]

NON-VAPER #7 AND FORMER SMOKER

53. In your experience, which is easier to quit?

- 01 – Quitting vaping is easier
- 02 – Quitting smoking is easier
- 03 – About the same
- 99 – Not sure/have not tried to quit smoking

[NEW]

NON-VAPER #7

53c. Thinking back to February/June of 2019 when you were still vaping, what brand(s) of vaping device were you using back then?

77 – [Open-ended response]

99 - Not sure

ASK ALL

[NEW]

54. Have you consumed cannabis in the last 30 days?

SELECT ALL THAT APPLY

01 – I have vaped it

02 – I have smoked it

03 – I have consumed it another way (e.g., edibles)

04 – None of the above [SINGLE PUNCH]

99 – Not sure [SINGLE PUNCH]

Respondent Characteristics

D1. LANGUAGE – RECALL FROM FEBRUARY/JUNE 2019

D2. IDENTITY (Indigenous, visible minority, LGBTQ2) – RECALL FROM FEBRUARY/JUNE 2019

[2019 D3]

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

01 - Some high school or less

02 - High School diploma or equivalent

03 - Registered Apprenticeship or other trades certificate or diploma

04 - College, CEGEP or other non-university certificate or diploma

05 - University certificate or diploma below bachelor's level

06 - Bachelor's degree

07 - Post graduate degree above bachelor's level

99 – Prefer not to say

[2019 D4]

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

SELECT ONE ONLY

01 - Working full-time, that is, 35 or more hours per week

02 - Working part-time, that is, less than 35 hours per week

03 - Self-employed

04 - Unemployed, but looking for work

05 - A student attending school full-time/part-time

06 - Retired

07 - Not in the workforce (full-time homemaker, unemployed and not looking for work)

97 - Other [DO NOT SPECIFY]

99 - Prefer not to say

[2019 D5]

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

01 – Under \$20,000

02 - \$20,000 to just under \$40,000

- 03 - \$40,000 to just under \$60,000
- 04 - \$60,000 to just under \$80,000
- 05 - \$80,000 to just under \$100,000
- 06 - \$100,000 to just under \$150,000
- 07 - \$150,000 and above
- 99 – Not sure/Prefer not to say

D7. **Children under 18 in the home – RECALL FROM FEBRUARY/JUNE 2019**

D8. We may hold focus groups to discuss the topics covered in this survey in greater depth. Would you be willing to be contacted about participating in a focus group? We are not asking for a firm commitment at this point in time.

- 01 – Yes, I am willing to be contacted
- 02 – No, I do not wish to be contacted

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

(SURVEY END LINK DIRECTS TO ENVIRONICS WEB SITE)