

Survey March 2019 – Preliminary findings

Legalise Vaping Australia campaign supporter survey:

- 962 respondents total

Respondents by State (88% or 842 respondents told us which state they lived in)

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|-----------|-----------|
| NT - 11 | QLD - 207 |
| NSW - 172 | SA - 102 |
| ACT - 15 | WA - 138 |
| VIC - 175 | TAS – 22 |

Demographics (850 responses only – 88% of total survey group)

- 0.24% were under the age of 18 (2 respondents)
- 5.53% were between the age of 18-24 (47 respondents)
- 18.94% were between the age of 25-34 (161 respondents)
- 51.52% were between the age of 35-54 (438 respondents)

Online nicotine purchases:

- 83%, or 800 respondents, indicated that they purchase nicotine online without a prescription
- 2.08%, or 20 respondents, indicated that they purchase liquid nicotine with a prescription from a GP or doctor
- 14.76%, or 142 respondents, indicated that they don't vape, or use nicotine in their vape

Highlight: purchasing liquid nicotine online from overseas means that Australian vape users can not safely purchase regulated products, meaning they may be vulnerable to inferior or contaminated products. The low number of respondents who get a prescription indicates that the current approach may not be the most effective.

Gateway theory:

- 79%, or 756 respondents, indicated that they are former smokers
- Only 1.25%, or 12 people, indicated that they vape but have never smoked cigarettes

Highlight: this result confirms that vaping is a gateway out of cigarettes, rather than a gateway into smoking. Further, the demographic profile indicates that young Australians aren't attracted to vapes as some have hysterically claimed

More support to quit smoking cigarettes:

- 96% of respondents agree that Australian smokers need more help to quit smoking apart from existing NRT products (nasal sprays, gum, patches) and helplines.

Highlight: an overwhelming majority of survey respondents believe that NRT and helplines are inadequate to help smokers quit cigarettes. As 79% of survey respondents also indicated they were former smokers, this demonstrates how effective vaping is in helping quit smoking when compared to currently available NRT products

Legalisation support:

- 97.05% of respondents support legalisation

Highlight: an overwhelming majority of survey respondents support the safe, regulated and legislated sale of e-cigarettes in Australia, meaning any move by government to implement a framework would be encouraged by the community