

YouGov / Ash Scotland
Sample Size - 1064 GB Adults
Fieldwork - 5th - 14th March

| Which of the following statements BEST applies to you? | Total | Smoking status | | | | | Non-smoker | Smoker |
|--------------------------------------------------------------|-------|---------------------|-----------------------------------------|-------------------------------------|-------------------|-----|------------|--------|
| | | I have never smoked | I used to smoke but I have given up now | I smoke but I don't smoke every day | I smoke every day | | | |
| Unweighted base | 1064 | 517 | 403 | 33 | 111 | 920 | 144 | |
| Base | 1064 | 581 | 320 | 40 | 123 | 900 | 164 | |
| I have never heard of e-cigarettes and have never tried them | 9% | 11% | 7% | 10% | 7% | 10% | 7% | |
| I have heard of e-cigarettes but have never tried them | 80% | 87% | 85% | 47% | 44% | 86% | 45% | |
| I have tried e-cigarettes but do not use them (anymore) | 6% | 1% | 4% | 30% | 28% | 2% | 28% | |
| I have tried e-cigarettes and still use them | 3% | - | 3% | 7% | 21% | 1% | 17% | |
| Don't know | 1% | 1% | 1% | 6% | 1% | 1% | 3% | |
| Net: Heard of | 89% | 88% | 92% | 83% | 92% | 89% | 90% | |
| Net: Tried | 9% | 1% | 7% | 36% | 48% | 3% | 45% | |

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

| | | | | | | | |
|------------------------------------|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base - all aware | 973 | 467 | 371 | 30 | 105 | 838 | 135 |
| Base | 952 | 511 | 294 | 34 | 113 | 805 | 147 |
| Strongly agree | 5% | 1% | 6% | 3% | 16% | 3% | 13% |
| Agree | 27% | 23% | 25% | 61% | 37% | 24% | 42% |
| Neither agree nor disagree | 25% | 26% | 24% | 5% | 26% | 25% | 21% |
| Disagree | 15% | 17% | 18% | 1% | 6% | 17% | 5% |
| Strongly disagree | 8% | 8% | 10% | - | 3% | 9% | 2% |
| Don't know | 21% | 24% | 16% | 31% | 12% | 21% | 16% |
| Net: Agree | 31% | 25% | 31% | 64% | 53% | 27% | 55% |
| Net: Disagree | 23% | 25% | 28% | 1% | 9% | 26% | 7% |