

**YouGov / Exposure Ninja Survey Results**  
**Sample Size - 2134 GB Adults**

Fieldwork: 18th - 19th January 2018



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, by "smoking", we mean smoking tobacco based products (e.g. cigarettes, pipes, cigars etc.). By "vaping", we mean inhaling vapour from electronic cigarettes and other similar devices (e.g. vaporizers etc.).

Overall, which one of the following comes closest to your view? (Please select the option that best applies)

	Unweighted base	2134	999	1135	80	311	382	383	978	1267	867
Base: All GB Adults	2134	1036	1098	240	324	372	346	852	1216	918	
I think vaping is generally better for your health than smoking	43%	46%	41%	45%	46%	47%	47%	39%	44%	42%	
I think vaping has the same impact on your health as smoking	31%	28%	33%	33%	28%	28%	30%	32%	31%	30%	
I think vaping is generally worse for your health than smoking	5%	4%	5%	3%	6%	5%	5%	4%	4%	6%	
Don't know	21%	21%	21%	18%	20%	21%	19%	24%	21%	22%	

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Region								Government Region											
North	Midlands	East	London	South	England (NET)	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England (NET)	Wales	Scotland

For the following question, by "smoking", we mean smoking tobacco based products (e.g. cigarettes, pipes, cigars etc.). By "vaping", we mean inhaling vapour from electronic cigarettes and other similar devices (e.g. vaporizers etc.).

Overall, which one of the following comes closest to your view? (Please select the option that best applies)

	Unweighted base	522	339	194	239	534	1828	124	182	101	231	190	148	191	194	239	279	255	1828	124	182
	Base: All GB Adults	512	351	186	288	506	1843	106	185	96	228	188	155	196	186	288	263	242	1843	106	185
I think vaping is generally better for your health than smoking		46%	38%	41%	43%	45%	43%	41%	46%	35%	51%	45%	42%	35%	41%	43%	43%	48%	43%	41%	46%
I think vaping has the same impact on your health as smoking		28%	37%	34%	25%	31%	31%	36%	25%	26%	25%	33%	33%	40%	34%	25%	32%	30%	31%	36%	25%
I think vaping is generally worse for your health than smoking		4%	6%	6%	4%	4%	5%	4%	4%	8%	2%	4%	2%	9%	6%	4%	5%	3%	5%	4%	4%
Don't know		22%	19%	19%	27%	19%	21%	19%	25%	31%	22%	18%	23%	16%	19%	27%	20%	19%	21%	19%	25%

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Working status							Marital Status					Children in Household						
Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	

For the following question, by "smoking", we mean smoking tobacco based products (e.g. cigarettes, pipes, cigars etc.). By "vaping", we mean inhaling vapour from electronic cigarettes and other similar devices (e.g. vaporizers etc.).

Overall, which one of the following comes closest to your view? (Please select the option that best applies)

Unweighted base	788	339	1127	60	630	75	242	1089	267	215	79	484	1595	237	190	77	504	35
Base: All GB Adults	792	325	1118	125	555	94	242	987	278	192	72	605	1585	241	191	78	510	39
I think vaping is generally better for your health than smoking	48%	42%	46%	58%	36%	41%	40%	43%	47%	46%	37%	43%	44%	42%	43%	50%	44%	24%
I think vaping has the same impact on your health as smoking	28%	31%	29%	28%	35%	25%	31%	30%	29%	27%	37%	32%	30%	36%	28%	20%	30%	52%
I think vaping is generally worse for your health than smoking	3%	5%	4%	2%	4%	9%	9%	5%	4%	5%	5%	5%	4%	7%	5%	12%	7%	5%
Don't know	21%	22%	21%	12%	24%	24%	21%	22%	20%	22%	21%	21%	22%	16%	24%	18%	19%	19%

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Parent/ Guardian								Social Media/ Messaging service (within the last month)										
Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype	

For the following question, by "smoking", we mean smoking tobacco based products (e.g. cigarettes, pipes, cigars etc.). By "vaping", we mean inhaling vapour from electronic cigarettes and other similar devices (e.g. vaporizers etc.).

Overall, which one of the following comes closest to your view? (Please select the option that best applies)

	Unweighted base	1309	825	193	265	179	83	537	868	1479	552	314	180	225	348	162	1100	944	266
	Base: All GB Adults	1203	931	201	261	164	75	527	764	1498	593	329	204	224	423	249	1141	986	288
I think vaping is generally better for your health than smoking		40%	48%	44%	45%	43%	50%	43%	38%	46%	49%	52%	44%	49%	46%	52%	46%	45%	51%
I think vaping has the same impact on your health as smoking		32%	29%	28%	27%	30%	26%	30%	33%	29%	25%	26%	33%	28%	29%	25%	29%	28%	26%
I think vaping is generally worse for your health than smoking		6%	3%	9%	6%	6%	5%	6%	5%	4%	3%	3%	5%	6%	3%	2%	4%	5%	3%
Don't know		22%	20%	19%	23%	21%	18%	20%	24%	21%	23%	19%	17%	18%	22%	22%	21%	22%	20%