

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 1
Q.1 Do you use an e-cigarette (vaping device)?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
I don't currently use an e-cigarette	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Yes	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I use an e-cigarette very occasionally	1051	520	530	106	198	236	212	193	106	308	270	198	275	111	19	140	96	96	39	77	53	164	169	63	24	193	487
	38%	35%	41%	43%	33%	36%	35%	40%	52%	34%	39%	37%	42%	40%	21%	41%	37%	30%	22%	48%	29%	42%	47%	30%	71%	43%	31%
I use an e-cigarette around once or twice a week	520	241	280	48	140	135	106	77	14	145	149	130	96	43	43	58	67	67	34	10	43	77	53	24	-	53	366
	19%	16%	22%	20%	23%	21%	17%	16%	7%	16%	21%	24%	15%	16%	47%	17%	26%	21%	19%	6%	24%	20%	15%	11%	-	12%	23%
I use an e-cigarette around once or twice a day	472	313	159	29	111	106	120	82	24	222	101	67	82	34	10	39	34	63	53	24	39	77	58	43	-	77	304
	17%	21%	12%	12%	19%	16%	20%	17%	12%	24%	14%	13%	13%	12%	11%	11%	13%	20%	30%	15%	21%	20%	16%	20%	-	17%	19%
I use an e-cigarette throughout the day	757	434	323	63	149	178	173	135	58	236	178	145	198	87	19	106	63	92	53	48	48	72	77	82	10	130	424
	27%	29%	25%	25%	25%	27%	28%	28%	29%	26%	26%	27%	30%	32%	21%	31%	24%	29%	30%	30%	26%	19%	22%	39%	29%	29%	27%

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ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 1
Q.1 Do you use an e-cigarette (vaping device)?
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
I don't currently use an e-cigarette	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: Yes	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I use an e-cigarette very occasionally	1051	-	1051	901	77	381	530	352	159	58	318	434	395	318	376	19
	38%	-	67%	36%	36%	34%	39%	32%	32%	21%	35%	35%	37%	37%	25%	44%
I use an e-cigarette around once or twice a week	520	-	520	467	43	188	280	183	96	34	193	251	222	159	323	10
	19%	-	33%	19%	20%	17%	20%	17%	19%	12%	21%	20%	21%	18%	21%	22%
I use an e-cigarette around once or twice a day	472	472	-	424	39	217	207	145	111	29	135	198	159	140	294	10
	17%	38%	-	17%	18%	20%	15%	13%	22%	10%	15%	16%	15%	16%	19%	22%
I use an e-cigarette throughout the day	757	757	-	680	53	323	357	405	135	159	260	347	294	246	520	5
	27%	62%	-	27%	25%	29%	26%	37%	27%	57%	29%	28%	27%	28%	34%	11%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 2
Q.2 Which of these types of e-cigarettes do you use?
Base: All e-cigarette users

	Gender			Age						Social Grade					Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
An ego style/ pen device	1431	795	636	154	347	352	270	241	67	520	323	246	342	140	53	164	140	178	96	82	92	188	178	101	19	236	824
	51%	53%	49%	63%	58%	54%	44%	50%	33%	57%	46%	46%	53%	51%	58%	48%	54%	56%	54%	52%	50%	48%	50%	48%	57%	52%	52%
A cig-a-like	911	501	410	72	236	260	183	96	63	376	231	145	159	58	19	106	87	116	34	43	43	188	135	67	14	145	545
	33%	33%	32%	29%	40%	40%	30%	20%	31%	41%	33%	27%	24%	21%	21%	31%	33%	36%	19%	27%	24%	48%	38%	32%	43%	32%	34%
A more advanced vaping device	853	424	429	63	251	149	212	130	48	280	193	169	212	92	19	116	63	111	53	48	43	159	63	77	10	173	477
	30%	28%	33%	25%	42%	23%	35%	27%	24%	31%	28%	31%	33%	33%	21%	34%	24%	35%	30%	30%	24%	41%	18%	36%	29%	38%	30%
Other	53	29	24	-	10	19	10	10	5	10	10	24	10	-	-	5	5	10	10	5	-	14	-	5	-	10	29
	2%	2%	2%	-	2%	3%	2%	2%	2%	1%	1%	4%	1%	-	-	1%	2%	3%	5%	3%	-	4%	-	2%	-	2%	2%
Don't know	87	43	43	5	19	10	10	24	19	24	29	14	19	5	5	-	5	5	5	5	19	14	19	5	-	19	39
	3%	3%	3%	2%	3%	1%	2%	5%	10%	3%	4%	3%	3%	2%	5%	-	2%	2%	3%	3%	11%	4%	5%	2%	-	4%	2%

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Absolutes/col percents

Table 2
Q.2 Which of these types of e-cigarettes do you use?
 Base: All e-cigarette users

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
An ego style/ pen device	1431 51%	713 58%	718 46%	1277 52%	120 57%	598 54%	646 47%	520 48%	304 61%	154 55%	463 51%	602 49%	520 49%	482 56%	858 57%	24 56%
A cig-a-like	911 33%	361 29%	549 35%	829 34%	63 30%	448 40%	414 30%	255 24%	241 48%	106 38%	275 30%	361 29%	342 32%	275 32%	520 34%	5 11%
A more advanced vaping device	853 30%	511 42%	342 22%	747 30%	58 27%	337 30%	424 31%	410 38%	164 33%	130 47%	318 35%	419 34%	361 34%	275 32%	520 34%	10 22%
Other	53 2%	34 3%	19 1%	39 2%	10 5%	24 2%	29 2%	19 2%	14 3%	5 2%	19 2%	19 2%	10 1%	5 1%	29 2%	-
Don't know	87 3%	24 2%	63 4%	63 3%	10 5%	24 2%	48 4%	29 3%	5 1%	-	10 1%	29 2%	29 3%	10 1%	10 1%	5 11%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 3
Q.3 In the past, typically how many tobacco cigarettes did you used to smoke a day?
 Base: All e-cigarette users

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Private
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
None	34 1%	19 1%	14 1%	5 2%	10 2%	10 1%	5 1%	5 1%	-	14 2%	10 1%	5 1%	5 1%	-	-	-	5 2%	-	14 8%	-	-	10 2%	5 1%	-	-	5 1%	14 1%
1-5	313 11%	183 12%	130 10%	125 51%	116 19%	39 6%	19 3%	5 1%	10 5%	116 13%	116 17%	53 10%	29 4%	10 4%	10 11%	34 10%	29 11%	34 11%	14 8%	10 6%	39 21%	92 23%	19 5%	19 9%	5 14%	63 14%	173 11%
6-10	559 20%	328 22%	231 18%	72 29%	159 27%	169 26%	96 16%	43 9%	19 10%	231 25%	164 23%	77 14%	87 13%	43 16%	10 11%	67 20%	53 20%	72 23%	29 16%	34 21%	43 24%	106 27%	63 18%	34 16%	5 14%	106 23%	361 23%
11-15	472 17%	222 15%	251 19%	10 4%	140 23%	116 18%	111 18%	58 12%	39 19%	178 20%	130 19%	77 14%	87 13%	29 11%	24 26%	72 21%	58 22%	72 23%	24 14%	24 15%	19 11%	53 14%	43 12%	48 23%	5 14%	72 16%	294 19%
16-20	872 31%	443 29%	429 33%	24 10%	125 21%	222 34%	222 36%	198 41%	82 40%	275 30%	154 22%	212 39%	231 36%	101 37%	29 32%	116 34%	82 31%	77 24%	82 46%	39 24%	63 34%	72 19%	116 32%	82 39%	14 43%	125 28%	496 31%
21-30	410 15%	217 14%	193 15%	10 4%	39 6%	72 11%	125 20%	125 26%	39 19%	72 8%	101 14%	77 14%	159 24%	63 23%	10 11%	29 8%	24 9%	43 14%	14 8%	43 27%	10 5%	48 12%	101 28%	24 11%	-	58 13%	183 12%
31-40	116 4%	82 5%	34 3%	-	10 2%	29 4%	10 2%	53 11%	14 7%	19 2%	24 3%	29 5%	43 7%	29 11%	10 11%	14 4%	5 2%	14 5%	-	10 6%	10 5%	10 2%	10 3%	5 2%	-	24 5%	53 3%
41+	24 1%	14 1%	10 1%	-	-	-	24 4%	-	-	5 1%	-	10 2%	10 1%	-	-	10 3%	5 2%	5 2%	-	-	-	-	-	-	5 14%	-	5 *
Mean	16.82	16.95	16.67	7.47	12.60	16.37	19.84	22.20	20.00	14.53	15.10	18.38	20.58	20.77	19.16	17.59	15.70	16.89	15.14	18.82	14.34	12.72	18.62	16.73	20.29	15.65	15.99
Standard deviation	9.60	10.07	9.03	6.69	7.51	8.22	10.05	8.94	8.56	8.35	9.37	10.28	9.54	8.96	9.77	9.87	9.08	10.63	7.88	9.29	9.19	9.14	8.59	7.56	17.92	9.24	8.82
Standard error	0.40	0.57	0.55	0.94	0.67	0.70	0.89	0.89	1.32	0.61	0.78	0.97	0.82	1.19	2.24	1.17	1.24	1.31	1.30	1.62	1.49	1.02	1.00	1.14	6.77	0.95	0.49

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Absolutes/col percents

Table 3
Q.3 In the past, typically how many tobacco cigarettes did you used to smoke a day?
Base: All e-cigarette users

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
None	34 1%	14 1%	19 1%	34 1%	-	10 1%	19 1%	5 *	-	-	14 2%	19 2%	24 2%	14 2%	5 *	-
1-5	313 11%	92 7%	222 14%	265 11%	39 18%	183 17%	106 8%	67 6%	116 23%	10 3%	63 7%	125 10%	125 12%	149 17%	193 13%	-
6-10	559 20%	222 18%	337 21%	492 20%	34 16%	284 26%	231 17%	149 14%	140 28%	34 12%	159 18%	212 17%	183 17%	149 17%	357 24%	14 33%
11-15	472 17%	202 16%	270 17%	424 17%	34 16%	169 15%	251 18%	164 15%	106 21%	39 14%	125 14%	188 15%	169 16%	116 13%	260 17%	-
16-20	872 31%	424 35%	448 29%	766 31%	77 36%	284 26%	482 35%	419 39%	77 15%	72 26%	304 34%	405 33%	318 30%	255 30%	434 29%	14 33%
21-30	410 15%	188 15%	222 14%	366 15%	19 9%	96 9%	241 18%	212 20%	39 8%	63 22%	193 21%	227 18%	198 18%	130 15%	183 12%	14 33%
31-40	116 4%	67 5%	48 3%	101 4%	10 5%	63 6%	39 3%	53 5%	19 4%	48 17%	43 5%	43 4%	43 4%	43 5%	72 5%	-
41+	24 1%	19 2%	5 *	24 1%	-	19 2%	5 *	14 1%	5 1%	14 5%	5 1%	10 1%	10 1%	5 1%	10 1%	-
Mean	16.82	18.19	15.75	16.88	15.98	15.54	17.41	19.31	13.36	24.31	18.49	17.58	17.31	16.49	16.19	19.78
Standard deviation	9.60	10.07	9.08	9.68	9.01	10.80	8.55	9.48	9.80	12.77	9.63	9.75	10.07	10.18	9.69	8.56
Standard error	0.40	0.63	0.50	0.43	1.36	0.71	0.51	0.63	0.96	1.68	0.70	0.61	0.68	0.76	0.55	2.85

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 4
Q.4 Typically how many tobacco cigarettes do you currently smoke a day, if any?
Base: All e-cigarette users

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
None	554 20%	318 21%	236 18%	43 18%	116 19%	116 18%	125 20%	92 19%	63 31%	154 17%	164 23%	111 21%	125 19%	58 21%	14 16%	82 24%	43 17%	77 24%	48 27%	34 21%	48 26%	63 16%	63 18%	19 9%	5 14%	72 16%	294 19%
1-5	733 26%	395 26%	337 26%	130 53%	212 35%	183 28%	106 17%	58 12%	43 21%	284 31%	198 28%	130 24%	120 19%	43 16%	5 5%	82 24%	82 31%	87 27%	29 16%	48 30%	53 29%	159 41%	82 23%	53 25%	10 29%	140 31%	443 28%
6-10	665 24%	381 25%	284 22%	48 20%	135 23%	178 27%	164 27%	120 25%	19 10%	236 26%	164 23%	125 23%	140 21%	48 18%	24 26%	82 24%	53 20%	82 26%	67 38%	34 21%	39 21%	106 27%	67 19%	63 30%	- -	106 23%	439 28%
11-15	371 13%	178 12%	193 15%	19 8%	72 12%	82 13%	87 14%	67 14%	43 21%	106 12%	92 13%	101 19%	72 11%	29 11%	29 32%	39 11%	53 20%	39 12%	19 11%	19 12%	24 13%	19 5%	53 15%	39 18%	10 29%	48 11%	217 14%
16-20	347 12%	169 11%	178 14%	5 2%	39 6%	67 10%	101 17%	111 23%	24 12%	106 12%	63 9%	43 8%	135 21%	77 28%	14 16%	43 13%	29 11%	24 8%	14 8%	14 9%	10 5%	19 5%	58 16%	34 16%	10 29%	53 12%	159 10%
21-30	101 4%	48 3%	53 4%	- -	19 3%	19 3%	19 3%	39 8%	5 2%	19 2%	14 2%	24 4%	43 7%	14 5%	5 5%	10 3%	- -	- -	- -	10 6%	10 5%	14 4%	34 9%	5 2%	- -	24 5%	29 2%
31-40	24 1%	14 1%	10 1%	- -	5 1%	5 1%	10 2%	- -	5 2%	- -	5 1%	5 1%	14 2%	5 2%	- -	5 1%	- -	5 2%	- -	- -	- -	10 2%	- -	- -	- -	5 1%	- -
41+	5 *	5 *	- -	- -	- -	5 1%	- -	- -	- -	5 1%	- -	- -	- -	- -	- -	- -	- -	5 2%	- -	- -	- -	- -	- -	- -	- -	5 1%	- -
Mean	8.73	8.52	8.99	4.45	7.41	8.68	9.91	11.29	8.36	8.19	7.39	8.61	11.05	11.37	11.74	8.55	8.02	7.77	7.14	7.82	7.26	7.16	10.18	10.00	11.43	9.33	7.90
Standard deviation	8.12	8.32	7.89	4.85	7.45	8.05	8.31	8.50	9.07	7.44	7.44	7.79	9.45	9.17	7.42	8.54	6.66	9.02	6.10	7.33	7.54	7.95	8.65	6.75	7.54	9.13	6.77
Standard error	0.34	0.47	0.48	0.68	0.67	0.69	0.74	0.85	1.40	0.54	0.62	0.74	0.81	1.21	1.70	1.01	0.91	1.11	1.00	1.28	1.22	0.88	1.01	1.02	2.85	0.94	0.37

E-Cigarettes Survey

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Absolutes/col percents

Table 4
Q.4 Typically how many tobacco cigarettes do you currently smoke a day, if any?
Base: All e-cigarette users

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
None	554 20%	395 32%	159 10%	501 20%	43 20%	193 17%	308 22%	275 25%	53 11%	120 43%	217 24%	255 21%	231 22%	198 23%	386 24%	10 22%
1-5	733 26%	337 27%	395 25%	612 25%	87 41%	386 35%	275 20%	212 20%	212 42%	58 21%	198 22%	299 24%	280 26%	251 29%	472 31%	5 11%
6-10	665 24%	294 24%	371 24%	612 25%	29 14%	260 23%	347 25%	246 23%	116 23%	29 10%	183 20%	294 24%	227 21%	164 19%	352 23%	5 11%
11-15	371 13%	92 7%	280 18%	328 13%	24 11%	130 12%	198 14%	130 12%	67 13%	24 9%	120 13%	159 13%	145 14%	116 13%	183 12%	- -
16-20	347 12%	77 6%	270 17%	323 13%	10 5%	92 8%	193 14%	154 14%	34 7%	29 10%	145 16%	173 14%	145 14%	106 12%	96 6%	19 44%
21-30	101 4%	24 2%	77 5%	72 3%	14 7%	24 2%	48 4%	58 5%	10 2%	10 3%	34 4%	39 3%	29 3%	10 1%	34 2%	5 11%
31-40	24 1%	5 *	19 1%	19 1%	5 2%	19 2%	5 *	10 1%	5 1%	5 2%	10 1%	10 1%	14 1%	14 2%	5 *	- -
41+	5 *	5 *	- -	5 *	- -	5 *	- -	- -	5 1%	5 2%	- -	- -	- -	5 1%	5 *	- -
Mean	8.73	6.35	10.60	8.69	7.91	8.03	8.81	8.89	8.25	7.36	8.96	8.63	8.61	8.15	7.03	13.56
Standard deviation	8.12	7.42	8.16	8.02	9.09	8.43	7.74	8.60	8.04	10.37	8.47	7.91	8.22	8.60	7.36	10.23
Standard error	0.34	0.46	0.45	0.35	1.37	0.56	0.46	0.57	0.79	1.36	0.62	0.50	0.55	0.64	0.42	3.41

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 5
Q.5 How much money (£) per week are you saving now that you're using an e-cigarette device, if any?
Base: All e-cigarette users

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
None	482 17%	236 16%	246 19%	29 12%	82 14%	116 18%	125 20%	96 20%	34 17%	125 14%	135 19%	101 19%	120 19%	53 19%	24 26%	67 20%	19 7%	34 11%	29 16%	24 15%	39 21%	58 15%	92 26%	39 18%	5 14%	87 19%	183 12%
Up to £5	260 9%	120 8%	140 11%	63 25%	53 9%	39 6%	77 13%	19 4%	10 5%	101 11%	72 10%	24 4%	63 10%	10 4%	-	19 6%	29 11%	19 6%	19 11%	10 6%	29 16%	48 12%	48 14%	24 11%	5 14%	39 9%	149 9%
£6-£10	395 14%	207 14%	188 15%	48 20%	82 14%	96 15%	77 13%	67 14%	24 12%	96 11%	106 15%	101 19%	92 14%	34 12%	10 11%	53 15%	48 19%	67 21%	29 16%	19 12%	24 13%	48 12%	34 9%	24 11%	5 14%	67 15%	222 14%
£11-£15	222 8%	111 7%	111 9%	14 6%	39 6%	53 8%	58 9%	48 10%	10 5%	87 10%	48 7%	39 7%	48 7%	19 7%	10 11%	14 4%	29 11%	14 5%	19 11%	19 12%	14 8%	43 11%	24 7%	14 7%	-	10 2%	164 10%
£16-£20	371 13%	198 13%	173 13%	39 16%	106 18%	77 12%	72 12%	58 12%	19 10%	130 14%	92 13%	77 14%	72 11%	43 16%	19 21%	43 13%	48 19%	39 12%	14 8%	19 12%	24 13%	58 15%	29 8%	24 11%	10 29%	58 13%	236 15%
£21-£30	419 15%	265 18%	154 12%	19 8%	101 17%	120 18%	58 9%	77 16%	43 21%	159 17%	82 12%	77 14%	101 16%	43 16%	19 21%	53 15%	43 17%	63 20%	14 8%	19 12%	29 16%	48 12%	53 15%	34 16%	-	58 13%	260 16%
£31-£40	193 7%	106 7%	87 7%	14 6%	43 7%	48 7%	29 5%	34 7%	24 12%	67 7%	53 8%	39 7%	34 5%	29 11%	5 5%	19 6%	5 2%	10 3%	29 16%	14 9%	10 5%	19 5%	34 9%	14 7%	5 14%	34 7%	125 8%
£41-£50	178 6%	96 6%	82 6%	5 2%	43 7%	43 7%	53 9%	14 3%	19 10%	53 6%	53 8%	39 7%	34 5%	14 5%	-	43 13%	19 7%	24 8%	5 3%	5 3%	10 5%	19 5%	19 5%	19 9%	-	43 10%	96 6%
£51+	280 10%	169 11%	111 9%	14 6%	48 8%	63 10%	63 10%	72 15%	19 10%	92 10%	58 8%	43 8%	87 13%	29 11%	5 5%	29 8%	19 7%	48 15%	19 11%	29 18%	5 3%	48 12%	24 7%	19 9%	5 14%	58 13%	145 9%
Mean	23.66	25.62	21.37	18.43	26.15	24.89	21.74	23.41	25.05	26.21	21.57	22.33	23.43	23.68	17.37	25.52	20.63	26.58	26.00	32.97	16.34	26.90	19.08	21.23	26.86	28.15	24.16
Standard deviation	27.29	29.33	24.50	29.55	33.23	26.82	25.90	21.61	21.15	31.58	22.83	25.93	26.06	20.67	14.97	29.77	16.98	24.68	33.80	42.99	15.65	36.54	20.87	19.63	32.16	35.10	25.07
Standard error	1.13	1.66	1.50	4.14	2.98	2.30	2.30	2.15	3.26	2.30	1.90	2.45	2.24	2.74	3.43	3.53	2.31	3.04	5.56	7.48	2.54	4.06	2.43	2.96	12.15	3.62	1.38

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 5
Q.5 How much money (£) per week are you saving now that you're using an e-cigarette device, if any?
Base: All e-cigarette users

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
None	482 17%	63 5%	419 27%	381 15%	48 23%	145 13%	236 17%	183 17%	58 12%	-	130 14%	173 14%	154 14%	125 15%	39 3%	19 44%
Up to £5	260 9%	72 6%	188 12%	227 9%	29 14%	101 9%	120 9%	67 6%	48 10%	-	92 10%	116 9%	111 10%	87 10%	116 8%	5 11%
£6-£10	395 14%	130 11%	265 17%	347 14%	34 16%	135 12%	217 16%	140 13%	63 13%	-	125 14%	178 15%	130 12%	116 13%	183 12%	10 22%
£11-£15	222 8%	116 9%	106 7%	207 8%	10 5%	96 9%	96 7%	58 5%	53 11%	-	72 8%	87 7%	67 6%	53 6%	145 10%	-
£16-£20	371 13%	178 15%	193 12%	333 13%	24 11%	159 14%	178 13%	149 14%	72 14%	-	116 13%	164 13%	145 14%	106 12%	255 17%	-
£21-£30	419 15%	207 17%	212 13%	376 15%	29 14%	183 17%	207 15%	145 13%	77 15%	-	120 13%	164 13%	159 15%	145 17%	270 18%	-
£31-£40	193 7%	145 12%	48 3%	178 7%	10 5%	53 5%	120 9%	92 8%	34 7%	-	58 6%	77 6%	72 7%	48 6%	145 10%	5 11%
£41-£50	178 6%	130 11%	48 3%	159 6%	14 7%	87 8%	82 6%	106 10%	24 5%	-	72 8%	116 9%	87 8%	58 7%	145 10%	-
£51+	280 10%	188 15%	92 6%	265 11%	14 7%	149 13%	116 8%	145 13%	72 14%	280 100%	120 13%	154 13%	145 14%	125 15%	217 14%	5 11%
Mean	23.66	31.87	17.23	24.61	19.30	27.81	22.32	27.21	27.32	84.05	25.16	25.48	27.46	27.46	32.12	14.89
Standard deviation	27.29	26.75	25.95	28.01	21.92	31.86	24.21	28.56	30.04	38.92	25.59	25.45	31.43	31.28	31.00	26.30
Standard error	1.13	1.68	1.44	1.24	3.30	2.10	1.43	1.90	2.95	5.11	1.87	1.59	2.11	2.34	1.75	8.77

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 6
Q.6 Has your health got better or worse as a result of using an e-cigarette device?
Base: All e-cigarette users

	Gender		Age					Social Grade				Region										Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328	
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581	
NET: Better	1513	892	622	164	390	410	284	183	82	545	395	260	313	145	53	173	130	202	96	67	111	251	159	106	19	260	973	
	54%	59%	48%	67%	65%	63%	46%	38%	40%	60%	57%	48%	48%	53%	58%	51%	50%	64%	54%	42%	61%	64%	45%	50%	57%	57%	62%	
A lot better	(+2)	535	299	236	82	125	111	130	48	39	198	125	101	111	43	10	67	29	82	29	24	34	111	63	43	-	106	328
		19%	20%	18%	33%	21%	17%	21%	10%	19%	22%	18%	19%	17%	16%	11%	20%	11%	26%	16%	15%	18%	28%	18%	20%	-	23%	21%
A little better	(+1)	978	593	386	82	265	299	154	135	43	347	270	159	202	101	43	106	101	120	67	43	77	140	96	63	19	154	646
		35%	39%	30%	33%	44%	46%	25%	28%	21%	38%	39%	29%	31%	37%	47%	31%	39%	38%	27%	42%	36%	27%	30%	57%	34%	41%	
Neither better nor worse	(0)	1161	559	602	72	173	207	308	289	111	333	260	308	130	34	159	125	106	67	82	67	116	169	96	10	169	549	
		41%	37%	47%	29%	29%	32%	50%	59%	55%	37%	37%	48%	47%	37%	46%	48%	33%	38%	52%	37%	30%	47%	45%	29%	37%	35%	
A little worse	(-1)	34	14	19	-	10	10	5	10	-	10	10	5	10	-	5	5	-	10	5	5	-	-	5	-	-	5	19
		1%	1%	1%	-	2%	1%	1%	2%	-	1%	1%	1%	1%	-	5%	1%	-	3%	3%	3%	-	-	1%	-	-	1%	1%
A lot worse	(-2)	10	-	10	-	-	-	5	5	-	-	-	5	5	-	-	-	-	-	-	-	-	-	5	5	-	-	5
		*	-	1%	-	-	-	1%	1%	-	-	-	1%	1%	-	-	-	-	-	-	-	-	-	1%	2%	-	-	*
NET: Worse		43	14	29	-	10	10	10	14	-	10	10	14	-	5	5	-	10	5	5	-	-	10	5	-	5	24	
		2%	1%	2%	-	2%	1%	2%	3%	-	1%	1%	2%	2%	-	5%	1%	-	3%	3%	3%	-	-	3%	2%	-	1%	2%
Don't know		82	43	39	10	24	29	10	-	10	24	34	10	14	-	-	5	5	-	10	5	5	24	19	5	5	19	34
		3%	3%	3%	4%	4%	4%	2%	-	5%	3%	5%	2%	2%	-	-	1%	2%	-	5%	3%	3%	6%	5%	2%	14%	4%	2%
Mean		0.73	0.80	0.65	1.04	0.88	0.82	0.66	0.44	0.83	0.77	0.65	0.64	0.68	0.63	0.70	0.62	0.86	0.71	0.56	0.81	0.99	0.61	0.67	0.67	0.83	0.82	
Standard deviation		0.80	0.77	0.83	0.81	0.76	0.73	0.85	0.74	0.80	0.78	0.83	0.81	0.73	0.74	0.80	0.68	0.83	0.78	0.79	0.73	0.79	0.85	0.88	0.48	0.81	0.78	
Standard error		0.03	0.04	0.05	0.12	0.07	0.06	0.08	0.07	0.13	0.06	0.07	0.08	0.07	0.10	0.17	0.10	0.10	0.13	0.14	0.12	0.09	0.10	0.13	0.20	0.09	0.04	

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 6
Q.6 Has your health got better or worse as a result of using an e-cigarette device?
Base: All e-cigarette users

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
NET: Better	1513 54%	814 66%	699 44%	1349 55%	135 64%	665 60%	733 53%	617 57%	400 80%	217 78%	487 54%	680 55%	612 57%	506 59%	1513 100%	-
A lot better (+2)	535 19%	381 31%	154 10%	477 19%	48 23%	270 24%	236 17%	246 23%	154 31%	135 48%	207 23%	246 20%	202 19%	188 22%	535 35%	-
A little better (+1)	978 35%	434 35%	545 35%	872 35%	87 41%	395 36%	496 36%	371 34%	246 49%	82 29%	280 31%	434 35%	410 38%	318 37%	978 65%	-
Neither better nor worse (0)	1161 41%	366 30%	795 51%	1012 41%	72 34%	405 37%	583 42%	424 39%	96 19%	58 21%	390 43%	496 40%	410 38%	323 37%	-	-
A little worse (-1)	34 1%	14 1%	19 1%	34 1%	-	5 *	24 2%	24 2%	-	5 2%	14 2%	14 1%	14 1%	10 1%	-	34 78%
A lot worse (-2)	10 *	-	10 1%	10 *	-	5 *	5 *	5 *	5 1%	-	5 1%	10 1%	10 1%	10 1%	-	10 22%
NET: Worse	43 2%	14 1%	29 2%	43 2%	-	10 1%	29 2%	29 3%	5 1%	5 2%	19 2%	24 2%	24 2%	19 2%	-	43 100%
Don't know	82 3%	34 3%	48 3%	67 3%	5 2%	29 3%	29 2%	14 1%	-	-	10 1%	29 2%	24 2%	14 2%	-	-
Mean	0.73	0.99	0.53	0.74	0.88	0.85	0.70	0.77	1.09	1.24	0.75	0.74	0.75	0.78	1.35	-1.22
Standard deviation	0.80	0.82	0.72	0.80	0.76	0.81	0.79	0.84	0.76	0.84	0.85	0.82	0.81	0.84	0.48	0.42
Standard error	0.03	0.05	0.04	0.04	0.12	0.05	0.05	0.06	0.07	0.11	0.06	0.05	0.06	0.06	0.03	0.14

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 7

Q.7 The Department of Health is imposing European Union regulations on e-cigarettes, known as the TPD or Tobacco Products Directive.

Government officials expect that the TPD will have the following effects:

- Limit the size of e-cigarette tanks to 2ml and e-liquid bottles to 10ml
- Set a maximum nicotine strength of 20mg/ml
- Reduce advertising of e-cigarettes by 90%
- Insist that e-cigarette packaging carries big warning labels
- Reduce the number of e-cigarette products from around 25,000 to 1,000
- Potentially increase the price of e-cigarettes as regulatory costs are passed on to consumers

How do you expect these regulations will affect your use of nicotine?

Base: All e-cigarette users

	Gender			Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
NET: Buy vaping products	535	381	154	58	130	116	125	72	34	193	111	111	120	43	14	82	58	72	29	19	34	92	24	53	14	130	284
	19%	25%	12%	24%	22%	18%	20%	15%	17%	21%	16%	21%	19%	16%	16%	24%	22%	23%	16%	12%	18%	23%	7%	25%	43%	29%	18%
Buy vaping products from unofficial/ black market channels	318	236	82	34	77	77	87	29	14	125	48	58	87	29	-	67	34	53	24	10	10	29	24	24	14	87	173
	11%	16%	6%	14%	13%	12%	14%	6%	7%	14%	7%	11%	13%	11%	-	20%	13%	17%	14%	6%	5%	7%	7%	11%	43%	19%	11%
Buy vaping products from foreign websites	414	280	135	53	116	67	92	63	24	154	92	82	87	29	14	58	39	63	14	19	29	82	10	48	10	111	207
	15%	19%	10%	22%	19%	10%	15%	13%	12%	17%	13%	15%	13%	11%	16%	17%	15%	20%	8%	12%	16%	21%	3%	23%	29%	24%	13%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 7

Q.7 The Department of Health is imposing European Union regulations on e-cigarettes, known as the TPD or Tobacco Products Directive.

Government officials expect that the TPD will have the following effects:

- Limit the size of e-cigarette tanks to 2ml and e-liquid bottles to 10ml
- Set a maximum nicotine strength of 20mg/ml
- Reduce advertising of e-cigarettes by 90%
- Insist that e-cigarette packaging carries big warning labels
- Reduce the number of e-cigarette products from around 25,000 to 1,000
- Potentially increase the price of e-cigarettes as regulatory costs are passed on to consumers

How do you expect these regulations will affect your use of nicotine?

Base: All e-cigarette users

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
NET: Buy vaping products	535 19%	342 28%	193 12%	477 19%	48 23%	207 19%	294 21%	328 30%	101 20%	106 38%	246 27%	294 24%	280 26%	202 23%	381 25%	5 11%
Buy vaping products from unofficial/ black market channels	318 11%	227 18%	92 6%	299 12%	14 7%	120 11%	178 13%	212 20%	53 11%	72 26%	149 16%	173 14%	145 14%	92 11%	236 16%	5 11%
Buy vaping products from foreign websites	414 15%	270 22%	145 9%	376 15%	34 16%	173 16%	227 16%	246 23%	87 17%	77 28%	188 21%	231 19%	227 21%	164 19%	299 20%	-

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 8
Q.8 What do you think were the main factors behind this increase in regulation on e-cigarettes?
Base: All e-cigarette users

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
NET: Excessive influence	1258	704	554	67	260	304	294	246	87	487	251	227	294	120	53	159	92	140	96	58	96	164	173	92	14	222	708
	45%	47%	43%	27%	44%	46%	48%	50%	43%	53%	36%	42%	45%	44%	58%	46%	35%	44%	54%	36%	53%	42%	49%	43%	43%	49%	45%
Excessive influence by tobacco companies which sell cigarettes	901	516	386	39	169	227	227	173	67	308	159	188	246	96	29	120	72	106	77	48	67	106	116	53	10	173	472
	32%	34%	30%	16%	28%	35%	37%	36%	33%	34%	23%	35%	38%	35%	32%	35%	28%	33%	43%	30%	37%	27%	32%	25%	29%	38%	30%
Excessive influence by pharmaceutical companies which sell nicotine gum and patches	805	448	357	48	178	207	159	169	43	352	173	111	169	77	34	106	48	92	58	14	53	111	120	82	10	154	477
	29%	30%	28%	20%	30%	32%	26%	35%	21%	39%	25%	21%	26%	28%	37%	31%	19%	29%	32%	9%	29%	28%	34%	39%	29%	34%	30%
Genuine concern to reduce smoking	901	540	361	130	275	236	135	92	34	390	193	149	169	87	19	96	92	111	53	43	63	169	92	77	-	202	535
	32%	36%	28%	53%	46%	36%	22%	19%	17%	43%	28%	28%	26%	32%	21%	28%	35%	35%	30%	27%	34%	43%	26%	36%	-	45%	34%
Officials listening to scientific evidence	805	400	405	82	241	212	101	125	43	318	227	87	173	72	29	82	82	87	43	39	72	135	82	82	-	159	487
	29%	27%	31%	33%	40%	32%	17%	26%	21%	35%	32%	16%	27%	26%	32%	24%	31%	27%	24%	24%	39%	35%	23%	39%	-	35%	31%
Other	342	207	135	14	43	63	101	77	43	87	106	87	63	48	10	39	39	24	29	19	5	29	39	39	24	43	178
	12%	14%	10%	6%	7%	10%	17%	16%	21%	10%	15%	16%	10%	18%	11%	11%	15%	8%	16%	12%	3%	7%	11%	18%	71%	10%	11%
None of these	289	130	159	24	58	58	87	29	34	43	82	82	82	10	-	63	39	48	10	19	14	43	29	14	-	29	145
	10%	9%	12%	10%	10%	9%	14%	6%	17%	5%	12%	15%	13%	4%	-	18%	15%	15%	5%	12%	8%	11%	8%	7%	-	6%	9%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 8
Q.8 What do you think were the main factors behind this increase in regulation on e-cigarettes?
Base: All e-cigarette users

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
NET: Excessive influence	1258 45%	655 53%	602 38%	1128 46%	92 43%	501 45%	631 46%	670 62%	169 34%	149 53%	482 53%	627 51%	520 49%	414 48%	699 46%	19 44%
Excessive influence by tobacco companies which sell cigarettes	901 32%	506 41%	395 25%	790 32%	77 36%	347 31%	458 33%	520 48%	101 20%	116 41%	337 37%	448 36%	381 36%	318 37%	482 32%	14 33%
Excessive influence by pharmaceutical companies which sell nicotine gum and patches	805 29%	424 35%	381 24%	747 30%	48 23%	352 32%	381 28%	429 40%	140 28%	101 36%	323 36%	424 35%	352 33%	260 30%	492 32%	14 33%
Genuine concern to reduce smoking	901 32%	400 33%	501 32%	805 33%	67 32%	496 45%	342 25%	154 14%	308 62%	96 34%	212 23%	333 27%	299 28%	308 36%	622 41%	10 22%
Officials listening to scientific evidence	805 29%	357 29%	448 29%	728 29%	58 27%	381 34%	337 25%	149 14%	260 52%	63 22%	183 20%	270 22%	236 22%	227 26%	516 34%	5 11%
Other	342 12%	178 15%	164 10%	318 13%	19 9%	111 10%	198 14%	241 22%	10 2%	58 21%	140 15%	149 12%	135 13%	77 9%	159 11%	-
None of these	289 10%	82 7%	207 13%	231 9%	19 9%	72 7%	159 12%	92 8%	14 3%	-	72 8%	120 10%	116 11%	82 9%	72 5%	10 22%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 9
Q.9 What best expresses your feelings about the way e-cigarette regulation has been handled?
 Base: All e-cigarette users

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328	
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581	
NET: Angry	1084	617	467	34	173	227	294	260	96	304	289	241	251	125	53	125	82	125	87	63	82	120	130	67	24	193	593	
	39%	41%	36%	14%	29%	35%	48%	53%	48%	33%	41%	45%	39%	46%	58%	37%	31%	39%	49%	39%	45%	31%	36%	32%	71%	43%	38%	
Very angry	(+2)	361	231	130	5	58	67	111	77	43	106	116	48	92	48	14	19	34	48	24	19	29	34	48	29	14	58	212
		13%	15%	10%	2%	10%	10%	18%	16%	21%	12%	17%	9%	14%	18%	16%	6%	13%	15%	14%	12%	16%	9%	14%	14%	43%	13%	13%
Angry	(+1)	723	386	337	29	116	159	183	183	53	198	173	193	159	77	39	106	48	77	63	43	53	87	82	39	10	135	381
		26%	26%	26%	12%	19%	24%	30%	38%	26%	22%	25%	36%	24%	28%	42%	31%	19%	24%	35%	27%	29%	22%	23%	18%	29%	30%	24%
Neither angry nor content	(0)	1214	636	578	135	275	270	251	193	92	371	318	207	318	111	14	169	140	130	72	87	67	154	178	87	5	154	675
		43%	42%	45%	55%	46%	41%	41%	40%	45%	41%	46%	38%	49%	40%	16%	49%	54%	41%	41%	55%	37%	40%	50%	41%	14%	34%	43%
Content	(-1)	337	159	178	34	106	106	48	29	14	120	63	92	63	24	19	24	34	43	10	5	24	77	39	34	5	43	231
		12%	11%	14%	14%	18%	16%	8%	6%	7%	13%	9%	17%	10%	9%	21%	7%	13%	14%	5%	3%	13%	20%	11%	16%	14%	10%	15%
Very content	(-2)	164	96	67	43	43	53	19	5	-	116	29	-	19	14	5	24	5	19	10	5	10	39	10	24	-	63	82
		6%	6%	5%	18%	7%	8%	3%	1%	-	13%	4%	-	3%	5%	5%	7%	2%	6%	5%	3%	5%	10%	3%	11%	-	14%	5%
NET: Content		501	255	246	77	149	159	67	34	14	236	92	92	82	39	24	48	39	63	19	10	34	116	48	58	5	106	313
		18%	17%	19%	31%	25%	24%	11%	7%	7%	26%	13%	17%	13%	14%	26%	14%	15%	20%	11%	6%	18%	30%	14%	27%	14%	23%	20%
Mean		0.28	0.33	0.22	-0.33	0.06	0.12	0.52	0.61	0.62	0.06	0.41	0.37	0.37	0.44	0.42	0.21	0.28	0.29	0.46	0.42	0.37	0.00	0.34	0.07	1.00	0.18	0.26
Standard deviation		1.03	1.06	0.98	0.97	1.02	1.06	0.98	0.86	0.90	1.15	1.00	0.87	0.94	1.05	1.14	0.92	0.91	1.07	0.98	0.86	1.06	1.08	0.94	1.16	1.09	1.19	1.03
Standard error		0.04	0.06	0.06	0.14	0.09	0.09	0.09	0.09	0.14	0.08	0.08	0.08	0.08	0.14	0.26	0.11	0.12	0.13	0.16	0.15	0.17	0.12	0.11	0.17	0.41	0.12	0.06

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 9
Q.9 What best expresses your feelings about the way e-cigarette regulation has been handled?
Base: All e-cigarette users

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
NET: Angry	1084 39%	549 45%	535 34%	1012 41%	43 20%	357 32%	631 46%	1084 100%	-	145 52%	492 54%	636 52%	516 48%	386 45%	617 41%	29 67%
Very angry	(+2) 361 13%	251 20%	111 7%	352 14%	5 2%	111 10%	212 15%	361 33%	-	77 28%	183 20%	236 19%	193 18%	140 16%	222 15%	10 22%
Angry	(+1) 723 26%	299 24%	424 27%	660 27%	39 18%	246 22%	419 31%	723 67%	-	67 24%	308 34%	400 33%	323 30%	246 28%	395 26%	19 44%
Neither angry nor content	(0) 1214 43%	434 35%	781 50%	1041 42%	101 48%	511 46%	506 37%	-	-	63 22%	308 34%	434 35%	414 39%	308 36%	496 33%	10 22%
Content	(-1) 337 12%	140 11%	198 13%	284 12%	39 18%	154 14%	159 12%	-	337 67%	29 10%	67 7%	111 9%	92 9%	111 13%	260 17%	-
Very content	(-2) 164 6%	106 9%	58 4%	135 5%	29 14%	87 8%	77 6%	-	164 33%	43 16%	39 4%	48 4%	48 5%	58 7%	140 9%	5 11%
NET: Content	501 18%	246 20%	255 16%	419 17%	67 32%	241 22%	236 17%	-	501 100%	72 26%	106 12%	159 13%	140 13%	169 20%	400 26%	5 11%
Mean	0.28	0.36	0.21	0.33	-0.23	0.13	0.39	1.33	-1.33	0.38	0.59	0.54	0.49	0.35	0.20	0.67
Standard deviation	1.03	1.18	0.88	1.03	0.98	1.03	1.06	0.47	0.47	1.39	1.03	1.02	1.03	1.10	1.16	1.17
Standard error	0.04	0.07	0.05	0.05	0.15	0.07	0.06	0.03	0.05	0.18	0.07	0.06	0.07	0.08	0.07	0.39

E-Cigarettes Survey
ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 10
Q.10 To what extent do you think the following political parties have been supportive or not to the concerns of vapers?

Summary**Base: All e-cigarette users**

	Parties			
	Labour	Conservatives	Lib Dems	UKIP
Unweighted base	581	581	581	581
Weighted base ('000s)	2800	2800	2800	2800
NET: Supportive	819 29%	559 20%	516 18%	646 23%
Very supportive (4)	308 11%	178 6%	154 6%	183 7%
Fairly supportive (3)	511 18%	381 14%	361 13%	463 17%
Not very supportive (2)	520 19%	578 21%	578 21%	439 16%
Not at all supportive (1)	386 14%	651 23%	492 18%	424 15%
NET: Not supportive	906 32%	1229 44%	1070 38%	863 31%
Don't know	1075 38%	1012 36%	1214 43%	1292 46%
Mean	2.43	2.05	2.11	2.27
Standard deviation	1.02	0.99	0.96	1.00
Standard error	0.05	0.05	0.05	0.06

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 11
Q.10 To what extent do you think the following political parties have been supportive or not to the concerns of vapers?

Labour
Base: All e-cigarette users

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
NET: Supportive	819	487	333	135	265	202	96	92	29	352	222	96	149	58	39	96	72	101	58	24	48	188	82	48	5	193	506
	29%	32%	26%	55%	44%	31%	16%	19%	14%	39%	32%	18%	23%	21%	42%	28%	28%	32%	15%	26%	48%	23%	23%	14%	43%	32%	
Very supportive	(4) 308	207	101	63	101	77	43	14	10	140	77	34	58	5	14	48	24	43	14	10	10	92	29	19	-	82	183
	11%	14%	8%	25%	17%	12%	7%	3%	5%	15%	11%	6%	9%	2%	16%	14%	9%	14%	8%	6%	5%	23%	8%	9%	-	18%	12%
Fairly supportive	(3) 511	280	231	72	164	125	53	77	19	212	145	63	92	53	24	48	48	58	43	14	39	96	53	29	5	111	323
	18%	19%	18%	29%	27%	19%	9%	16%	10%	23%	21%	12%	14%	19%	26%	14%	19%	18%	24%	9%	21%	25%	15%	14%	14%	24%	20%
Not very supportive	(2) 520	304	217	29	116	116	87	140	34	125	120	149	125	48	19	82	58	63	29	29	39	72	43	34	5	72	308
	19%	20%	17%	12%	19%	18%	14%	29%	17%	14%	17%	28%	19%	18%	21%	24%	22%	20%	16%	18%	21%	19%	12%	16%	14%	16%	20%
Not at all supportive	(1) 386	212	173	24	53	67	149	67	24	149	101	63	72	53	-	53	34	48	29	19	24	19	63	34	10	34	236
	14%	14%	13%	10%	9%	10%	24%	14%	12%	16%	14%	12%	11%	19%	-	15%	13%	15%	16%	12%	13%	5%	18%	16%	29%	7%	15%
NET: Not supportive	906	516	390	53	169	183	236	207	58	275	222	212	198	101	19	135	92	111	58	48	63	92	106	67	14	106	545
	32%	34%	30%	22%	28%	28%	39%	43%	29%	30%	32%	39%	30%	37%	21%	39%	35%	35%	32%	30%	34%	23%	30%	32%	43%	23%	34%
Don't know	1075	506	569	58	164	270	280	188	116	284	255	231	304	116	34	111	96	106	63	87	72	111	169	96	14	154	530
	38%	34%	44%	24%	27%	41%	46%	39%	57%	31%	37%	43%	47%	42%	37%	32%	37%	33%	35%	55%	39%	28%	47%	45%	43%	34%	34%
Mean	2.43	2.48	2.36	2.92	2.72	2.55	1.97	2.13	2.17	2.55	2.45	2.22	2.39	2.06	2.92	2.40	2.38	2.45	2.38	2.20	2.30	2.93	2.26	2.29	1.75	2.81	2.43
Standard deviation	1.02	1.04	1.00	1.00	0.96	1.00	1.06	0.81	0.96	1.08	1.03	0.89	1.00	0.89	0.77	1.06	0.97	1.06	1.00	0.99	0.91	0.93	1.08	1.06	0.85	0.97	1.02
Standard error	0.05	0.07	0.08	0.16	0.10	0.11	0.13	0.10	0.23	0.09	0.11	0.11	0.12	0.15	0.22	0.15	0.17	0.16	0.20	0.25	0.19	0.12	0.17	0.22	0.43	0.12	0.07

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 11
Q.10 To what extent do you think the following political parties have been supportive or not to the concerns of vapers?

Labour
Base: All e-cigarette users

	Likelihood of Voting In Referendum			Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
NET: Supportive	819 29%	752 30%	63 30%	477 43%	294 21%	217 20%	284 57%	111 40%	-	366 30%	313 29%	347 40%	598 39%	14 33%
Very supportive (4)	308 11%	284 12%	24 11%	212 19%	96 7%	58 5%	164 33%	67 24%	-	111 9%	87 8%	120 14%	270 18%	5 11%
Fairly supportive (3)	511 18%	467 19%	39 18%	265 24%	198 14%	159 15%	120 24%	43 16%	-	255 21%	227 21%	227 26%	328 22%	10 22%
Not very supportive (2)	520 19%	453 18%	43 20%	173 16%	289 21%	270 25%	67 13%	53 19%	520 57%	467 38%	395 37%	294 34%	270 18%	10 22%
Not at all supportive (1)	386 14%	352 14%	34 16%	77 7%	280 20%	222 20%	39 8%	67 24%	386 43%	308 25%	333 31%	202 23%	217 14%	10 22%
NET: Not supportive	906 32%	805 33%	77 36%	251 23%	569 41%	492 45%	106 21%	120 43%	906 100%	776 63%	728 68%	496 58%	487 32%	19 44%
Don't know	1075 38%	916 37%	72 34%	381 34%	511 37%	376 35%	111 22%	48 17%	-	87 7%	29 3%	19 2%	429 28%	10 22%
Mean	2.43	2.44	2.38	2.84	2.13	2.07	3.05	2.48	1.57	2.15	2.06	2.31	2.60	2.29
Standard deviation	1.02	1.03	1.03	0.96	0.99	0.93	0.99	1.19	0.49	0.93	0.93	0.99	1.07	1.05
Standard error	0.05	0.06	0.19	0.08	0.07	0.08	0.11	0.17	0.04	0.06	0.06	0.07	0.07	0.40

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 12
Q.10 To what extent do you think the following political parties have been supportive or not to the concerns of vapers?

Conservatives

Base: All e-cigarette users

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328	
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581	
NET: Supportive	559	337	222	77	198	111	77	77	19	284	140	58	77	39	29	58	29	82	34	34	39	125	48	39	5	120	361	
	20%	22%	17%	31%	33%	17%	13%	16%	10%	31%	20%	11%	12%	14%	32%	17%	11%	26%	19%	21%	21%	32%	14%	18%	14%	27%	23%	
Very supportive	(4)	178	92	87	39	67	39	10	14	10	116	24	10	29	10	14	5	14	14	5	10	48	24	24	-	63	87	
		6%	6%	7%	16%	11%	6%	2%	3%	5%	13%	3%	2%	4%	4%	11%	2%	5%	8%	3%	5%	12%	7%	11%	-	14%	5%	
Fairly supportive	(3)	381	246	135	39	130	72	67	63	10	169	116	48	48	29	19	43	24	67	19	29	77	24	14	5	58	275	
		14%	16%	10%	16%	22%	11%	11%	13%	5%	19%	17%	9%	7%	11%	21%	13%	21%	11%	18%	16%	20%	7%	7%	14%	13%	17%	
Not very supportive	(2)	578	323	255	58	145	140	72	135	29	169	145	135	130	58	10	72	82	63	34	43	106	58	19	-	96	313	
		21%	21%	20%	24%	24%	21%	12%	28%	14%	19%	21%	25%	20%	21%	11%	21%	31%	20%	19%	21%	24%	27%	16%	9%	21%	20%	
Not at all supportive	(1)	651	376	275	48	87	125	222	116	53	169	169	135	178	58	19	101	63	67	48	14	29	58	106	72	14	72	386
		23%	25%	21%	20%	15%	19%	36%	24%	26%	19%	24%	25%	27%	21%	21%	30%	24%	21%	27%	9%	16%	15%	30%	34%	43%	16%	24%
NET: Not supportive		1229	699	530	106	231	265	294	251	82	337	313	270	308	116	29	173	145	130	82	48	72	164	164	92	14	169	699
		44%	46%	41%	43%	39%	40%	48%	51%	40%	37%	45%	50%	47%	42%	32%	51%	56%	41%	46%	30%	39%	42%	46%	43%	37%	44%	
Don't know		1012	472	540	63	169	280	241	159	101	289	246	212	265	120	34	111	87	106	63	77	72	101	145	82	14	164	520
		36%	31%	42%	25%	28%	43%	39%	33%	50%	32%	35%	39%	41%	44%	37%	32%	33%	33%	35%	48%	39%	26%	41%	39%	43%	36%	33%
Mean		2.05	2.05	2.04	2.37	2.42	2.06	1.64	1.93	1.76	2.37	1.99	1.79	1.81	1.94	2.33	1.88	1.83	2.14	2.00	2.29	2.17	2.40	1.84	1.93	1.50	2.38	2.06
Standard deviation		0.99	0.98	1.00	1.09	0.98	0.97	0.87	0.85	0.98	1.07	0.92	0.80	0.92	0.90	1.12	0.93	0.77	0.95	1.05	0.83	0.92	0.99	1.02	1.19	0.89	1.08	0.97
Standard error		0.05	0.07	0.08	0.18	0.10	0.11	0.10	0.10	0.21	0.09	0.09	0.10	0.10	0.16	0.32	0.13	0.13	0.14	0.21	0.20	0.19	0.13	0.15	0.23	0.44	0.14	0.07

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 12
Q.10 To what extent do you think the following political parties have been supportive or not to the concerns of vapers?

Conservatives

Base: All e-cigarette users

	Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device		
	Total	Likely	Unlikely	Remain	Leave	Angry		Content	Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
NET: Supportive	559 20%	511 21%	43 20%	294 27%	227 16%	135 12%	227 45%	77 28%	101 11%	-	135 13%	140 16%	419 28%	10 22%
Very supportive (4)	178 6%	164 7%	14 7%	116 10%	63 5%	48 4%	82 16%	39 14%	34 4%	-	43 4%	24 3%	140 9%	-
Fairly supportive (3)	381 14%	347 14%	29 14%	178 16%	164 12%	87 8%	145 29%	39 14%	67 7%	-	92 9%	116 13%	280 18%	10 22%
Not very supportive (2)	578 21%	520 21%	39 18%	251 23%	284 21%	241 22%	96 19%	63 22%	357 39%	578 47%	424 40%	371 43%	313 21%	5 11%
Not at all supportive (1)	651 23%	588 24%	58 27%	183 17%	414 30%	395 36%	63 13%	92 33%	419 46%	651 53%	501 47%	328 38%	368 24%	19 44%
NET: Not supportive	1229 44%	1108 45%	96 45%	434 39%	699 51%	636 59%	159 32%	154 55%	776 86%	1229 100%	925 86%	699 81%	680 45%	24 56%
Don't know	1012 36%	853 35%	72 34%	381 34%	448 33%	313 29%	116 23%	48 17%	29 3%	-	10 1%	24 3%	414 27%	10 22%
Mean	2.05	2.05	2.00	2.31	1.86	1.73	2.64	2.10	1.68	1.47	1.70	1.80	2.18	1.71
Standard deviation	0.99	0.99	1.02	1.02	0.94	0.89	0.99	1.11	0.78	0.50	0.79	0.78	1.03	0.89
Standard error	0.05	0.05	0.19	0.08	0.07	0.07	0.11	0.16	0.06	0.03	0.05	0.06	0.07	0.34

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 13
Q.10 To what extent do you think the following political parties have been supportive or not to the concerns of vapers?

Lib Dems

Base: All e-cigarette users

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri- vate
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
NET: Supportive	516	299	217	72	178	111	72	63	19	255	116	63	82	19	39	48	34	72	43	14	19	130	43	48	5	106	342
	18%	20%	17%	29%	30%	17%	12%	13%	10%	28%	17%	12%	13%	7%	42%	14%	13%	23%	24%	9%	11%	33%	12%	23%	14%	23%	22%
Very supportive	(4) 154	87	67	19	67	24	29	10	5	77	19	29	29	-	14	14	5	10	5	10	39	10	24	5	48	87	
	6%	6%	5%	8%	11%	4%	5%	2%	2%	8%	3%	5%	4%	-	16%	4%	2%	3%	11%	3%	5%	10%	3%	11%	14%	11%	5%
Fairly supportive	(3) 361	212	149	53	111	87	43	53	14	178	96	34	53	19	24	34	29	63	24	10	10	92	34	24	-	58	255
	13%	14%	12%	22%	19%	13%	7%	11%	7%	20%	14%	6%	8%	7%	26%	10%	11%	20%	14%	6%	5%	23%	9%	11%	-	13%	16%
Not very supportive	(2) 578	333	246	58	145	140	96	125	14	169	154	125	130	58	5	96	63	72	34	39	53	77	53	24	5	130	304
	21%	22%	19%	24%	24%	21%	16%	26%	7%	19%	22%	23%	20%	21%	5%	28%	24%	23%	19%	24%	29%	20%	15%	11%	14%	29%	19%
Not at all supportive	(1) 492	294	198	39	77	92	145	87	53	159	125	96	111	63	5	67	53	48	29	19	29	53	77	39	10	48	308
	18%	19%	15%	16%	13%	14%	24%	18%	26%	17%	18%	18%	17%	23%	5%	20%	20%	15%	16%	12%	18%	14%	22%	18%	29%	11%	20%
NET: Not supportive	1070	627	443	96	222	231	241	212	67	328	280	222	241	120	10	164	116	120	63	58	82	130	130	63	14	178	612
	38%	42%	34%	39%	37%	35%	39%	44%	33%	36%	40%	41%	37%	44%	11%	48%	44%	38%	35%	36%	45%	33%	36%	30%	43%	39%	39%
Don't know	1214	583	631	77	198	313	299	212	116	328	304	255	328	135	43	130	111	125	72	87	82	130	183	101	14	169	627
	43%	39%	49%	31%	33%	48%	49%	44%	57%	36%	43%	47%	50%	49%	47%	38%	43%	39%	41%	55%	45%	33%	51%	48%	43%	37%	40%
Mean	2.11	2.10	2.13	2.31	2.42	2.13	1.86	1.95	1.67	2.30	2.02	1.98	2.00	1.69	3.00	1.98	1.90	2.17	2.32	2.00	2.00	2.44	1.86	2.30	2.00	2.37	2.13
Standard deviation	0.96	0.96	0.96	0.95	0.98	0.89	0.98	0.81	0.95	1.01	0.87	0.93	0.93	0.70	0.90	0.87	0.82	0.87	1.07	0.82	0.88	0.98	0.92	1.16	1.26	0.96	0.97
Standard error	0.05	0.07	0.08	0.16	0.11	0.11	0.12	0.11	0.22	0.09	0.10	0.12	0.11	0.13	0.29	0.13	0.15	0.14	0.23	0.21	0.19	0.13	0.15	0.24	0.63	0.12	0.07

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 13
Q.10 To what extent do you think the following political parties have been supportive or not to the concerns of vapers?

Lib Dems

Base: All e-cigarette users

	Likelihood of Voting In Referendum			Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
NET: Supportive	516 18%	472 19%	43 20%	328 30%	169 12%	130 12%	217 43%	72 26%	82 9%	135 11%	-	130 15%	395 26%	5 11%
Very supportive (4)	154 6%	135 5%	19 9%	116 10%	34 2%	39 4%	82 16%	34 12%	19 2%	29 2%	-	24 3%	125 8%	5 11%
Fairly supportive (3)	361 13%	337 14%	24 11%	212 19%	135 10%	92 8%	135 27%	39 14%	63 7%	106 9%	-	106 12%	270 18%	-
Not very supportive (2)	578 21%	520 21%	34 16%	212 19%	308 22%	251 23%	87 17%	63 22%	347 38%	472 38%	578 54%	371 43%	337 22%	5 11%
Not at all supportive (1)	492 18%	443 18%	48 23%	149 13%	299 22%	265 24%	53 11%	82 29%	381 42%	453 37%	492 46%	294 34%	275 18%	19 44%
NET: Not supportive	1070 38%	964 39%	82 39%	361 33%	607 44%	516 48%	140 28%	145 52%	728 80%	925 75%	1070 100%	665 77%	612 40%	24 56%
Don't know	1214 43%	1036 42%	87 41%	419 38%	598 44%	439 40%	145 29%	63 22%	96 11%	169 14%	-	67 8%	506 33%	14 33%
Mean	2.11	2.11	2.12	2.43	1.88	1.85	2.69	2.11	1.65	1.73	1.54	1.82	2.24	1.67
Standard deviation	0.96	0.95	1.09	1.01	0.85	0.88	0.99	1.08	0.72	0.75	0.50	0.77	0.99	1.13
Standard error	0.05	0.06	0.21	0.08	0.07	0.08	0.11	0.16	0.06	0.05	0.03	0.06	0.07	0.46

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 14
Q.10 To what extent do you think the following political parties have been supportive or not to the concerns of vapers?

UKIP

Base: All e-cigarette users

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328	
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581	
NET: Supportive	646	337	308	53	198	130	130	101	34	275	159	111	101	43	43	67	58	67	39	14	39	125	82	58	10	120	395	
	23%	22%	24%	22%	33%	20%	21%	21%	17%	30%	23%	21%	16%	16%	47%	20%	22%	21%	22%	9%	21%	32%	23%	27%	29%	27%	25%	
Very supportive	(4)	183	92	92	14	63	39	24	5	87	34	29	34	19	10	24	10	19	14	-	10	34	19	24	-	34	116	
		7%	6%	7%	6%	10%	6%	5%	2%	10%	5%	5%	5%	7%	11%	7%	4%	6%	8%	-	5%	9%	5%	11%	-	7%	7%	
Fairly supportive	(3)	463	246	217	39	135	92	92	77	29	188	125	82	67	24	34	43	48	48	24	14	29	92	63	34	10	87	280
		17%	16%	17%	16%	23%	14%	15%	16%	14%	21%	18%	15%	10%	9%	37%	13%	19%	15%	14%	9%	16%	23%	18%	16%	29%	19%	18%
Not very supportive	(2)	439	260	178	43	101	130	58	92	14	130	106	87	116	43	-	63	48	63	29	34	53	58	34	14	-	72	275
		16%	17%	14%	18%	17%	20%	9%	19%	7%	14%	15%	16%	18%	16%	-	18%	19%	20%	16%	21%	29%	15%	9%	7%	-	16%	17%
Not at all supportive	(1)	424	289	135	48	82	96	101	72	24	169	92	77	87	58	14	58	43	34	19	14	77	53	34	5	67	255	
		15%	19%	10%	20%	14%	15%	17%	15%	12%	19%	13%	14%	13%	21%	16%	17%	11%	11%	9%	8%	20%	15%	16%	14%	15%	16%	
NET: Not supportive		863	549	313	92	183	227	159	164	39	299	198	164	202	101	14	120	92	96	48	48	67	135	87	48	5	140	530
		31%	36%	24%	37%	31%	35%	26%	34%	19%	33%	28%	30%	31%	37%	16%	35%	30%	27%	30%	37%	35%	24%	23%	14%	31%	34%	
Don't know		1292	622	670	101	217	299	323	222	130	337	342	265	347	130	34	154	111	154	92	96	77	130	188	106	19	193	655
		46%	41%	52%	41%	36%	46%	53%	46%	64%	37%	49%	49%	53%	47%	37%	45%	43%	48%	51%	61%	42%	33%	53%	50%	57%	43%	41%
Mean		2.27	2.16	2.43	2.13	2.47	2.20	2.23	2.20	2.34	2.28	2.23	2.16	2.03	2.67	2.18	2.16	2.32	2.39	2.00	2.32	2.31	2.29	2.45	2.33	2.33	2.28	
Standard deviation		1.00	1.00	0.99	0.99	1.01	0.96	1.07	0.94	0.99	1.06	0.95	0.98	0.96	1.05	1.04	1.01	0.92	0.93	1.01	0.68	0.82	1.04	1.03	1.16	0.98	1.00	1.00
Standard error		0.06	0.07	0.09	0.18	0.11	0.11	0.14	0.13	0.25	0.10	0.11	0.13	0.12	0.19	0.30	0.16	0.17	0.16	0.24	0.19	0.18	0.14	0.17	0.25	0.56	0.14	0.07

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 14
Q.10 To what extent do you think the following political parties have been supportive or not to the concerns of vapers?

UKIP

Base: All e-cigarette users

	Likelihood of Voting In Referendum			Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
NET: Supportive	646 23%	598 24%	43 20%	270 24%	357 26%	236 22%	207 41%	87 31%	270 30%	299 24%	280 26%	- -	458 30%	10 22%
Very supportive (4)	183 7%	173 7%	10 5%	77 7%	101 7%	48 4%	77 15%	43 16%	77 9%	58 5%	63 6%	- -	135 9%	- -
Fairly supportive (3)	463 17%	424 17%	34 16%	193 17%	255 19%	188 17%	130 26%	43 16%	193 21%	241 20%	217 20%	- -	323 21%	10 22%
Not very supportive (2)	439 16%	381 15%	43 20%	154 14%	236 17%	178 16%	96 19%	58 21%	260 29%	357 29%	337 32%	439 51%	265 18%	10 22%
Not at all supportive (1)	424 15%	381 15%	43 20%	236 21%	164 12%	207 19%	72 14%	67 24%	236 26%	342 28%	328 31%	424 49%	241 16%	10 22%
NET: Not supportive	863 31%	761 31%	87 41%	390 35%	400 29%	386 36%	169 34%	125 45%	496 55%	699 57%	665 62%	863 100%	506 33%	19 44%
Don't know	1292 46%	1113 45%	82 39%	448 40%	617 45%	463 43%	125 25%	67 24%	140 15%	231 19%	125 12%	- -	549 36%	14 33%
Mean	2.27	2.29	2.07	2.17	2.39	2.12	2.56	2.30	2.14	2.01	2.02	1.51	2.37	2.00
Standard deviation	1.00	1.01	0.94	1.04	0.97	0.97	1.02	1.12	0.97	0.90	0.92	0.50	1.01	0.83
Standard error	0.06	0.06	0.18	0.09	0.08	0.08	0.12	0.17	0.08	0.06	0.07	0.04	0.07	0.34

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 15
Q.11 In this month's referendum on EU membership do you intend to vote to Remain or to Leave?
Base: All e-cigarette users

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
Remain	1108	660	448	173	289	251	159	159	77	439	328	159	183	125	24	101	87	145	43	72	58	227	120	87	19	212	646
	40%	44%	35%	71%	48%	38%	26%	33%	38%	48%	47%	29%	28%	46%	26%	30%	33%	45%	24%	45%	32%	58%	34%	41%	57%	47%	41%
Leave	1373	704	670	58	227	342	371	255	120	400	284	308	381	111	63	202	135	135	111	63	111	145	188	96	14	188	766
	49%	47%	52%	24%	38%	52%	61%	52%	60%	44%	41%	57%	59%	40%	68%	59%	52%	42%	62%	39%	61%	37%	53%	45%	43%	41%	48%
Don't know	318	145	173	14	82	83	82	72	5	72	87	72	87	39	5	39	39	39	24	24	14	19	48	29	-	53	169
	11%	10%	13%	6%	14%	10%	13%	15%	2%	8%	12%	13%	13%	14%	5%	11%	15%	12%	14%	15%	8%	5%	14%	14%	-	12%	11%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 15
Q.11 In this month's referendum on EU membership do you intend to vote to Remain or to Leave?
Base: All e-cigarette users

	Likelihood of Voting In Referendum			Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
Remain	1108 40%	1017 41%	72 34%	1108 100%	-	357 33%	241 48%	149 53%	251 28%	434 35%	361 34%	390 45%	665 44%	10 22%
Leave	1373 49%	1267 51%	77 36%	-	1373 100%	631 58%	236 47%	116 41%	569 63%	699 57%	607 57%	400 46%	733 48%	29 67%
Don't know	318 11%	188 8%	63 30%	-	-	96 9%	24 5%	14 5%	87 10%	96 8%	101 9%	72 8%	116 8%	5 11%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 16
Q.12 How likely or unlikely are you to vote in the referendum?
Base: All e-cigarette users

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
NET: Likely	2472	1340	1133	217	501	540	554	472	188	853	622	439	559	260	72	308	212	280	159	135	159	352	304	198	34	405	1407
	88%	89%	88%	88%	84%	82%	91%	97%	93%	94%	89%	81%	86%	95%	79%	90%	81%	88%	89%	85%	87%	90%	85%	93%	100%	89%	89%
Very likely	(4) 2034	1118	916	164	357	434	487	414	178	713	472	376	472	241	48	241	159	212	120	96	130	308	265	178	34	342	1137
	73%	74%	71%	67%	60%	66%	80%	85%	88%	78%	68%	70%	73%	88%	53%	70%	61%	67%	68%	61%	71%	79%	74%	84%	100%	76%	72%
Fairly likely	(3) 439	222	217	53	145	106	67	58	10	140	149	63	87	19	24	67	53	67	39	39	29	43	39	19	-	63	270
	16%	15%	17%	22%	24%	16%	11%	12%	5%	15%	21%	12%	13%	7%	26%	20%	21%	22%	24%	16%	11%	11%	9%	-	14%	17%	
Fairly unlikely	(2) 96	67	29	14	34	43	5	-	-	34	34	19	10	-	5	14	14	10	-	5	10	5	19	14	-	10	82
	3%	4%	2%	6%	6%	7%	1%	-	-	4%	5%	4%	1%	-	5%	4%	6%	3%	-	3%	5%	1%	5%	7%	-	2%	5%
Very unlikely	(1) 116	53	63	10	39	43	10	5	10	10	24	53	29	5	-	14	14	19	10	5	10	24	14	-	-	14	48
	4%	4%	5%	4%	6%	7%	2%	1%	5%	1%	3%	10%	4%	2%	-	4%	6%	6%	5%	3%	5%	6%	4%	-	-	3%	3%
NET: Unlikely	212	120	92	24	72	87	14	5	10	43	58	72	39	5	5	29	29	29	10	10	19	29	34	14	-	24	130
	8%	8%	7%	10%	12%	13%	2%	1%	5%	5%	8%	13%	6%	2%	5%	8%	11%	9%	5%	6%	11%	7%	9%	7%	-	5%	8%
Don't know	116	48	67	5	24	29	43	10	5	14	19	29	53	10	14	5	19	10	10	14	5	10	19	-	-	24	43
	4%	3%	5%	2%	4%	4%	7%	2%	2%	2%	3%	5%	8%	4%	16%	1%	7%	3%	5%	9%	3%	2%	5%	-	-	5%	3%
Mean	3.64	3.65	3.62	3.54	3.43	3.48	3.81	3.85	3.80	3.74	3.57	3.49	3.68	3.87	3.56	3.59	3.48	3.53	3.60	3.57	3.57	3.67	3.64	3.77	4.00	3.71	3.62
Standard deviation	0.75	0.73	0.77	0.78	0.88	0.90	0.52	0.44	0.67	0.58	0.75	0.97	0.74	0.47	0.61	0.77	0.86	0.83	0.77	0.72	0.83	0.79	0.78	0.56	0.00	0.67	0.73
Standard error	0.03	0.04	0.05	0.11	0.08	0.08	0.05	0.04	0.10	0.04	0.06	0.09	0.07	0.06	0.15	0.09	0.12	0.10	0.13	0.13	0.14	0.09	0.09	0.08	0.00	0.07	0.04

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 16
Q.12 How likely or unlikely are you to vote in the referendum?
Base: All e-cigarette users

	Likelihood of Voting In Referendum			Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
NET: Likely	2472 88%	2472 100%	-	1017 92%	1267 92%	1012 93%	419 84%	265 95%	805 89%	1108 90%	964 90%	761 88%	1349 89%	43 100%
Very likely	(4) 2034 73%	2034 82%	-	829 75%	1094 80%	867 80%	357 71%	222 79%	665 73%	911 74%	771 72%	602 70%	1089 72%	34 78%
Fairly likely	(3) 439 16%	439 18%	-	188 17%	173 13%	145 13%	63 13%	43 16%	140 15%	198 16%	193 18%	159 18%	260 17%	10 22%
Fairly unlikely	(2) 96 3%	- -	96 45%	34 3%	43 3%	14 1%	29 6%	5 2%	43 5%	43 4%	43 4%	53 6%	63 4%	- -
Very unlikely	(1) 116 4%	- -	116 55%	39 3%	34 2%	29 3%	39 8%	10 3%	34 4%	53 4%	39 4%	34 4%	72 5%	- -
NET: Unlikely	212 8%	- -	212 100%	72 7%	77 6%	43 4%	67 13%	14 5%	77 9%	96 8%	82 8%	87 10%	135 9%	- -
Don't know	116 4%	- -	- -	19 2%	29 2%	29 3%	14 3%	- -	24 3%	24 2%	24 2%	14 2%	29 2%	- -
Mean	3.64	3.82	1.45	3.66	3.73	3.75	3.51	3.71	3.63	3.63	3.62	3.57	3.59	3.78
Standard deviation	0.75	0.38	0.50	0.71	0.64	0.61	0.92	0.67	0.75	0.75	0.73	0.78	0.79	0.42
Standard error	0.03	0.02	0.08	0.05	0.04	0.04	0.09	0.09	0.06	0.05	0.05	0.06	0.04	0.14

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 17
Gender
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
Male	1508	1508	-	135	333	376	313	241	111	583	366	260	299	173	34	188	140	173	111	53	92	236	173	111	24	227	925
	54%	100%	-	55%	56%	57%	51%	50%	55%	64%	52%	48%	46%	63%	37%	55%	54%	55%	62%	33%	50%	60%	49%	52%	71%	50%	59%
Female	1292	-	1292	111	265	280	299	246	92	328	333	280	352	101	58	154	120	145	67	106	92	154	183	101	10	227	655
	48%	-	100%	45%	44%	43%	49%	50%	45%	36%	48%	52%	54%	37%	63%	45%	46%	45%	38%	67%	50%	40%	51%	48%	29%	50%	41%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 17
Gender
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
Male	1508 54%	747 61%	761 48%	1340 54%	120 57%	660 60%	704 51%	617 57%	255 51%	169 60%	516 57%	699 57%	627 59%	549 64%	892 59%	14 33%
Female	1292 46%	482 39%	810 52%	1133 46%	92 43%	448 40%	670 49%	467 43%	246 49%	111 40%	390 43%	530 43%	443 41%	313 36%	622 41%	29 67%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 18
Age
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
18-24	246 9%	135 9%	111 9%	246 100%	-	-	-	-	-	67 7%	111 16%	24 4%	43 7%	14 5%	5 5%	43 13%	19 7%	34 11%	19 11%	10 6%	19 11%	53 14%	10 3%	19 9%	-	29 6%	120 8%
25-34	598 21%	333 22%	265 21%	-	598 100%	-	-	-	-	255 28%	173 25%	101 19%	67 10%	29 11%	29 32%	53 15%	77 30%	101 32%	24 14%	29 18%	39 21%	125 32%	58 16%	29 14%	5 14%	140 31%	371 23%
35-44	655 23%	376 25%	280 22%	-	-	655 100%	-	-	-	294 32%	120 17%	96 18%	145 22%	72 26%	10 11%	92 27%	63 24%	82 26%	58 32%	34 21%	39 21%	72 19%	87 24%	43 20%	5 14%	135 30%	424 27%
45-54	612 22%	313 21%	299 23%	-	-	-	612 100%	-	-	164 18%	120 17%	164 30%	164 25%	43 16%	10 11%	67 20%	63 24%	48 15%	34 19%	48 30%	48 26%	72 19%	106 30%	53 25%	19 57%	77 17%	390 25%
55-64	487 17%	241 16%	246 19%	-	-	-	-	487 100%	-	92 10%	130 19%	111 21%	154 24%	96 35%	39 42%	58 17%	24 9%	34 11%	24 14%	29 18%	29 16%	53 14%	53 15%	48 23%	-	63 14%	241 15%
65+	202 7%	111 7%	92 7%	-	-	-	-	-	202 100%	39 4%	43 6%	43 8%	77 12%	19 7%	-	29 8%	14 6%	19 6%	19 11%	10 6%	10 5%	14 4%	43 12%	19 9%	5 14%	10 2%	34 2%
NET: 55+	689 25%	352 23%	337 26%	-	-	-	-	487 100%	202 100%	130 14%	173 25%	154 29%	231 36%	116 42%	39 42%	87 25%	39 15%	53 17%	43 24%	39 24%	39 21%	67 17%	96 27%	67 32%	5 14%	72 16%	275 17%
Average age	43.49	43.16	43.87	21.41	29.63	39.52	49.43	59.01	68.74	40.37	41.34	46.45	47.70	47.82	43.42	43.35	41.44	39.83	44.16	43.67	43.13	39.32	47.39	46.14	47.57	39.97	41.93

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 18
Age
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
18-24	246 9%	92 7%	154 10%	217 9%	24 11%	173 16%	58 4%	34 3%	77 15%	14 5%	53 6%	106 9%	96 9%	92 11%	164 11%	-
25-34	598 21%	260 21%	337 21%	501 20%	72 34%	289 26%	227 16%	173 16%	149 30%	48 17%	169 19%	231 19%	222 21%	183 21%	390 26%	10 22%
35-44	655 23%	284 23%	371 24%	540 22%	87 41%	251 23%	342 25%	227 21%	159 32%	63 22%	183 20%	265 22%	231 22%	227 26%	410 27%	10 22%
45-54	612 22%	294 24%	318 20%	554 22%	14 7%	159 14%	371 27%	294 27%	67 13%	63 22%	236 26%	294 24%	241 23%	159 18%	284 19%	10 22%
55-64	487 17%	217 18%	270 17%	472 19%	5 2%	159 14%	255 19%	260 24%	34 7%	72 26%	207 23%	251 20%	212 20%	164 19%	183 12%	14 33%
65+	202 7%	82 7%	120 8%	188 8%	10 5%	77 7%	120 9%	96 9%	14 3%	19 7%	58 6%	82 7%	67 6%	39 4%	82 5%	-
NET: 55+	689 25%	299 24%	390 25%	660 27%	14 7%	236 21%	376 27%	357 33%	48 10%	92 33%	265 29%	333 27%	280 26%	202 23%	265 18%	14 33%
Average age	43.49	43.73	43.30	44.13	36.68	40.27	46.05	47.40	36.88	45.33	45.39	44.57	43.81	42.32	40.69	47.11

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 19
Social Grade
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
AB	911	583	328	67	255	294	164	92	39	911	-	-	-	92	14	101	63	82	34	29	87	198	116	72	24	241	569
	33%	39%	25%	27%	43%	45%	27%	19%	19%	100%	-	-	-	33%	16%	30%	24%	26%	19%	18%	47%	51%	32%	34%	71%	53%	36%
C1	699	366	333	111	173	120	120	130	43	-	699	-	-	82	29	72	67	92	63	39	34	82	106	34	-	130	424
	25%	24%	26%	45%	29%	18%	20%	27%	21%	-	100%	-	-	30%	32%	21%	26%	29%	35%	24%	18%	21%	30%	16%	-	29%	27%
C2	540	260	280	24	101	96	164	111	43	-	-	540	-	39	24	53	58	63	39	43	39	67	67	48	-	39	328
	19%	17%	22%	10%	17%	15%	27%	23%	21%	-	-	100%	-	14%	26%	15%	22%	20%	22%	27%	21%	17%	19%	23%	-	9%	21%
DE	651	299	352	43	67	145	164	154	77	-	-	-	651	63	24	116	72	82	43	48	24	43	67	58	10	43	260
	23%	20%	27%	18%	11%	22%	27%	32%	38%	-	-	-	100%	23%	26%	34%	28%	26%	24%	30%	13%	11%	19%	27%	29%	10%	16%
NET: ABC1	1610	949	660	178	429	414	284	222	82	911	699	-	-	173	43	173	130	173	96	67	120	280	222	106	24	371	993
	57%	63%	51%	73%	72%	63%	46%	46%	40%	100%	100%	-	-	63%	47%	51%	50%	55%	54%	42%	66%	72%	62%	50%	71%	82%	63%
NET: C2DE	1190	559	631	67	169	241	328	265	120	-	-	540	651	101	48	169	130	145	82	92	63	111	135	106	10	82	588
	43%	37%	49%	27%	28%	37%	54%	54%	60%	-	-	100%	100%	37%	53%	49%	50%	45%	46%	58%	34%	28%	38%	50%	29%	18%	37%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 19
Social Grade
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
AB	911 33%	458 37%	453 29%	853 35%	43 20%	439 40%	400 29%	304 28%	236 47%	92 33%	275 30%	337 27%	328 31%	299 35%	545 36%	10 22%
C1	699 25%	280 23%	419 27%	622 25%	58 27%	328 30%	284 21%	289 27%	92 18%	58 21%	222 24%	313 25%	280 26%	198 23%	395 26%	10 22%
C2	540 19%	212 17%	328 21%	439 18%	72 34%	159 14%	308 22%	241 22%	92 18%	43 16%	212 23%	270 22%	222 21%	164 19%	260 17%	10 22%
DE	651 23%	280 23%	371 24%	559 23%	39 18%	183 17%	381 28%	251 23%	82 16%	87 31%	198 22%	308 25%	241 23%	202 23%	313 21%	14 33%
NET: ABC1	1610 57%	737 60%	872 56%	1475 60%	101 48%	766 69%	684 50%	593 55%	328 65%	149 53%	496 55%	651 53%	607 57%	496 58%	940 62%	19 44%
NET: C2DE	1190 43%	492 40%	699 44%	998 40%	111 52%	342 31%	689 50%	492 45%	173 35%	130 47%	410 45%	578 47%	463 43%	366 42%	573 38%	24 56%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 20
GO Region
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
Scotland	275	173	101	14	29	72	43	96	19	92	82	39	63	275	-	-	-	-	-	-	-	-	-	-	-	43	164
	10%	12%	8%	6%	5%	11%	7%	20%	10%	10%	12%	7%	10%	100%	-	-	-	-	-	-	-	-	-	-	-	10%	10%
North East	92	34	58	5	29	10	10	39	-	14	29	24	24	-	92	-	-	-	-	-	-	-	-	-	-	-	63
	3%	2%	4%	2%	5%	1%	2%	8%	-	2%	4%	4%	4%	-	100%	-	-	-	-	-	-	-	-	-	-	-	4%
North West	342	188	154	43	53	92	67	58	29	101	72	53	116	-	-	342	-	-	-	-	-	-	-	-	-	63	154
	12%	12%	12%	18%	9%	14%	11%	12%	14%	11%	10%	10%	18%	-	-	100%	-	-	-	-	-	-	-	-	-	14%	10%
Yorkshire & Humberside	260	140	120	19	77	63	63	24	14	63	67	58	72	-	-	-	260	-	-	-	-	-	-	-	-	14	164
	9%	9%	9%	8%	13%	10%	10%	5%	7%	7%	10%	11%	11%	-	-	-	100%	-	-	-	-	-	-	-	-	3%	10%
West Midlands	318	173	145	34	101	82	48	34	19	82	92	63	82	-	-	-	318	-	-	-	-	-	-	-	-	58	178
	11%	12%	11%	14%	17%	13%	8%	7%	10%	9%	13%	12%	13%	-	-	-	100%	-	-	-	-	-	-	-	-	13%	11%
East Midlands	178	111	67	19	24	58	34	24	19	34	63	39	43	-	-	-	-	-	178	-	-	-	-	-	-	29	96
	6%	7%	5%	8%	4%	9%	6%	5%	10%	4%	9%	7%	7%	-	-	-	-	-	100%	-	-	-	-	-	-	6%	6%
Wales	159	53	106	10	29	34	48	29	10	29	39	43	48	-	-	-	-	-	159	-	-	-	-	-	-	39	67
	6%	4%	8%	4%	5%	5%	8%	6%	5%	3%	6%	8%	7%	-	-	-	-	-	100%	-	-	-	-	-	-	9%	4%
Eastern	183	92	92	19	39	39	48	29	10	87	34	39	24	-	-	-	-	-	-	-	183	-	-	-	-	48	111
	7%	6%	7%	8%	6%	6%	8%	6%	5%	10%	5%	7%	4%	-	-	-	-	-	-	-	100%	-	-	-	-	11%	7%
London	390	236	154	53	125	72	72	53	14	198	82	67	43	-	-	-	-	-	-	-	390	-	-	-	-	63	260
	14%	16%	12%	22%	21%	11%	12%	11%	7%	22%	12%	13%	7%	-	-	-	-	-	-	-	100%	-	-	-	-	14%	16%
South East	357	173	183	10	58	87	106	53	43	116	106	67	67	-	-	-	-	-	-	-	-	-	357	-	-	48	198
	13%	12%	14%	4%	10%	13%	17%	11%	21%	13%	15%	13%	10%	-	-	-	-	-	-	-	-	-	100%	-	-	11%	13%
South West	212	111	101	19	29	43	53	48	19	72	34	48	58	-	-	-	-	-	-	-	-	-	-	212	-	39	116
	8%	7%	8%	8%	5%	7%	9%	10%	10%	8%	5%	9%	9%	-	-	-	-	-	-	-	-	-	-	100%	-	9%	7%
Northern Ireland	34	24	10	-	5	5	19	-	5	24	-	-	10	-	-	-	-	-	-	-	-	-	-	-	34	10	10
	1%	2%	1%	-	1%	1%	3%	-	2%	3%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	100%	2%	1%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 20
GO Region
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
Scotland	275 10%	120 10%	154 10%	260 11%	5 2%	125 11%	111 8%	125 12%	39 8%	29 10%	101 11%	116 9%	120 11%	101 12%	145 10%	-
North East	92 3%	29 2%	63 4%	72 3%	5 2%	24 2%	63 5%	53 5%	24 5%	5 2%	19 2%	29 2%	10 1%	14 2%	53 4%	5 11%
North West	342 12%	145 12%	198 13%	308 12%	29 14%	101 9%	202 15%	125 12%	48 10%	29 10%	135 15%	173 14%	164 15%	120 14%	173 11%	5 11%
Yorkshire & Humberside	260 9%	96 8%	164 10%	212 9%	29 14%	87 8%	135 10%	82 8%	39 8%	19 7%	92 10%	145 12%	116 11%	92 11%	130 9%	-
West Midlands	318 11%	154 13%	164 10%	280 11%	29 14%	145 13%	135 10%	125 12%	63 13%	48 17%	111 12%	130 11%	120 11%	96 11%	202 13%	10 22%
East Midlands	178 6%	106 9%	72 5%	159 6%	10 5%	43 4%	111 8%	87 8%	19 4%	19 7%	58 6%	82 7%	63 6%	48 6%	96 6%	5 11%
Wales	159 6%	72 6%	87 6%	135 5%	10 5%	72 7%	63 5%	63 6%	10 2%	29 10%	48 5%	48 4%	58 5%	48 6%	67 4%	5 11%
Eastern	183 7%	87 7%	96 6%	159 6%	19 9%	58 5%	111 8%	82 8%	34 7%	5 2%	63 7%	72 6%	82 8%	67 8%	111 7%	-
London	390 14%	149 12%	241 15%	352 14%	29 14%	227 20%	145 11%	120 11%	116 23%	48 17%	92 10%	164 13%	130 12%	135 16%	251 17%	-
South East	357 13%	135 11%	222 14%	304 12%	34 16%	120 11%	188 14%	130 12%	48 10%	24 9%	106 12%	164 13%	130 12%	87 10%	159 11%	10 22%
South West	212 8%	125 10%	87 6%	198 8%	14 7%	87 8%	96 7%	67 6%	58 12%	19 7%	67 7%	92 7%	63 6%	48 6%	106 7%	5 11%
Northern Ireland	34 1%	10 1%	24 2%	34 1%	-	19 2%	14 1%	24 2%	5 1%	5 2%	14 2%	14 1%	14 1%	5 1%	19 1%	-

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 21
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
Yes	1764 63%	1002 66%	761 59%	202 82%	424 71%	448 68%	328 54%	255 52%	106 52%	742 81%	458 66%	308 57%	255 39%	154 56%	58 63%	217 63%	130 50%	173 55%	130 73%	67 42%	130 71%	328 84%	202 57%	145 68%	29 86%	357 79%	1089 69%
No	1036 37%	506 34%	530 41%	43 18%	173 29%	207 32%	284 46%	231 48%	96 48%	169 19%	241 34%	231 43%	395 61%	120 44%	34 37%	125 37%	130 50%	145 45%	48 27%	92 58%	53 29%	63 16%	154 43%	67 32%	5 14%	96 21%	492 31%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 21
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
Yes	1764 63%	766 62%	998 63%	1590 64%	120 57%	810 73%	781 57%	627 58%	429 86%	154 55%	530 59%	742 60%	680 64%	573 66%	1065 70%	19 44%
No	1036 37%	463 38%	573 37%	882 36%	92 43%	299 27%	593 43%	458 42%	72 14%	125 45%	376 41%	487 40%	390 36%	289 34%	448 30%	24 56%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 22
Tenure
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
NET: Homeowners	1634	901	733	106	352	390	371	270	145	737	366	323	207	154	53	183	130	164	96	82	149	236	212	145	29	333	969
	58%	60%	57%	43%	59%	60%	61%	55%	71%	81%	52%	60%	32%	56%	58%	54%	50%	52%	54%	52%	82%	60%	59%	68%	86%	73%	61%
Owned outright - without mortgage	588	347	241	29	96	82	145	135	101	222	149	125	92	53	19	77	43	34	43	48	77	96	43	10	77	304	
	21%	23%	19%	12%	16%	13%	24%	28%	50%	24%	21%	23%	14%	19%	21%	23%	17%	11%	24%	27%	20%	27%	20%	29%	17%	19%	
Owned with a mortgage or loan	1046	554	492	77	255	308	227	135	43	516	217	198	116	101	34	106	87	130	53	39	101	159	116	101	19	255	665
	37%	37%	38%	31%	43%	47%	37%	28%	21%	57%	31%	37%	18%	37%	37%	31%	33%	41%	30%	24%	55%	41%	32%	48%	57%	56%	42%
NET: Renters	1123	583	540	120	236	255	236	217	58	154	333	207	429	116	34	159	125	149	82	72	34	145	140	63	5	111	583
	40%	39%	42%	49%	40%	39%	39%	45%	29%	17%	48%	38%	66%	42%	37%	46%	48%	47%	46%	45%	18%	37%	39%	30%	14%	24%	37%
Rented from the council	284	130	154	19	39	67	58	77	24	48	39	58	140	39	10	29	34	34	14	14	14	48	43	-	5	39	116
	10%	9%	12%	8%	6%	10%	9%	16%	12%	5%	6%	11%	21%	14%	11%	8%	13%	11%	8%	9%	8%	12%	12%	-	14%	9%	7%
Rented from a housing association	357	183	173	24	48	87	101	77	19	39	96	53	169	39	5	58	14	77	34	29	-	34	43	24	-	34	169
	13%	12%	13%	10%	8%	13%	17%	16%	10%	4%	14%	10%	26%	14%	5%	17%	6%	24%	19%	18%	-	9%	12%	11%	-	7%	11%
Rented from someone else	482	270	212	77	149	101	77	63	14	67	198	96	120	39	19	72	77	39	34	29	19	63	53	39	-	39	299
	17%	18%	16%	31%	25%	15%	13%	13%	7%	7%	28%	18%	19%	14%	21%	21%	30%	12%	19%	18%	11%	16%	15%	18%	-	9%	19%
Rent free	43	24	19	19	10	10	5	-	-	19	-	10	14	5	5	-	5	5	-	5	-	10	5	5	-	10	29
	2%	2%	1%	8%	2%	1%	1%	-	-	2%	-	2%	2%	2%	5%	-	2%	2%	-	3%	-	2%	1%	2%	-	2%	2%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 22
Tenure
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
NET: Homeowners	1634 58%	766 62%	867 55%	1504 61%	96 45%	641 58%	819 60%	636 59%	366 73%	169 60%	540 60%	708 58%	641 60%	496 58%	964 64%	24 56%
Owned outright - without mortgage	588 21%	289 24%	299 19%	530 21%	43 20%	222 20%	308 22%	241 22%	111 22%	48 17%	217 24%	284 23%	265 25%	169 20%	318 21%	- -
Owned with a mortgage or loan	1046 37%	477 39%	569 36%	973 39%	53 25%	419 38%	511 37%	395 36%	255 51%	120 43%	323 36%	424 35%	376 35%	328 38%	646 43%	24 56%
NET: Renters	1123 40%	453 37%	670 43%	930 38%	116 55%	439 40%	540 39%	434 40%	125 25%	106 38%	357 39%	506 41%	419 39%	357 41%	530 35%	19 44%
Rented from the council	284 10%	116 9%	169 11%	236 10%	39 18%	82 7%	164 12%	96 9%	53 11%	39 14%	82 9%	120 10%	101 9%	77 9%	145 10%	5 11%
Rented from a housing association	357 13%	149 12%	207 13%	294 12%	29 14%	101 9%	207 15%	159 15%	14 3%	34 12%	125 14%	169 14%	140 13%	116 13%	145 10%	10 22%
Rented from someone else	482 17%	188 15%	294 19%	400 16%	48 23%	255 23%	169 12%	178 16%	58 12%	34 12%	149 16%	217 18%	178 17%	164 19%	241 16%	5 11%
Rent free	43 2%	10 1%	34 2%	39 2%	- -	29 3%	14 1%	14 1%	10 2%	5 2%	10 1%	14 1%	10 1%	10 1%	19 1%	- -

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 23
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
No formal education	43 2%	34 2%	10 1%	5 2%	-	19 3%	10 2%	-	10 5%	-	10 1%	5 1%	29 4%	-	-	5 1%	19 7%	10 3%	5 3%	-	-	-	5 1%	-	-	-	19 1%
Primary	24 1%	5 *	19 1%	5 2%	-	14 2%	5 1%	-	-	-	5 1%	10 2%	10 1%	-	-	10 3%	-	-	5 3%	5 3%	-	5 1%	-	-	-	-	19 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	1412 50%	704 47%	708 55%	63 25%	236 40%	265 40%	361 59%	347 71%	140 69%	217 24%	371 53%	337 63%	487 75%	135 49%	58 63%	202 59%	159 61%	173 55%	82 46%	87 55%	77 42%	111 28%	212 59%	101 48%	14 43%	149 33%	737 47%
University degree or equivalent professional qualification, NVQ level 4, etc.	824 29%	448 30%	376 29%	106 43%	169 28%	231 35%	164 27%	116 24%	39 19%	381 42%	236 34%	140 26%	67 10%	106 39%	24 26%	82 24%	53 20%	63 20%	77 43%	29 18%	77 42%	130 33%	111 31%	63 30%	10 29%	154 34%	535 34%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	405 14%	251 17%	154 12%	19 8%	164 27%	116 18%	72 12%	19 4%	14 7%	304 33%	34 5%	39 7%	29 4%	29 11%	10 11%	34 10%	24 9%	43 14%	10 5%	29 18%	29 16%	125 32%	29 8%	34 16%	10 29%	135 30%	241 15%
Still in full time education	67 2%	58 4%	10 1%	48 20%	14 2%	5 1%	-	-	-	5 1%	39 6%	-	24 4%	5 2%	-	10 3%	-	19 6%	-	10 6%	-	14 4%	-	10 5%	-	10 2%	24 2%
Prefer not to answer	24 1%	10 1%	14 1%	-	14 2%	5 1%	-	5 1%	-	5 1%	5 1%	10 2%	5 1%	-	-	-	5 2%	10 3%	-	-	-	5 1%	-	5 2%	-	5 1%	5 *

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 23
What is the highest educational level that you have achieved to date?
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
No formal education	43 2%	19 2%	24 2%	34 1%	-	10 1%	29 2%	14 1%	10 2%	5 2%	5 1%	19 2%	19 2%	5 1%	19 1%	-
Primary	24 1%	10 1%	14 1%	14 1%	5 2%	14 1%	10 1%	14 1%	-	5 2%	5 1%	5 *	10 1%	10 1%	14 1%	-
Secondary school, high school, NVQ levels 1 to 3, etc.	1412 50%	598 49%	814 52%	1234 50%	106 50%	434 39%	790 58%	612 56%	164 33%	159 57%	496 55%	655 53%	549 51%	400 46%	689 46%	24 56%
University degree or equivalent professional qualification, NVQ level 4, etc.	824 29%	342 28%	482 31%	733 30%	67 32%	376 34%	366 27%	280 26%	169 34%	39 14%	265 29%	357 29%	328 31%	294 34%	458 30%	14 33%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	405 14%	217 18%	188 12%	386 16%	14 7%	227 20%	149 11%	140 13%	120 24%	58 21%	116 13%	154 13%	130 12%	106 12%	265 18%	5 11%
Still in full time education	67 2%	29 2%	39 2%	58 2%	10 5%	48 4%	19 1%	10 1%	29 6%	10 3%	10 1%	29 2%	29 3%	43 5%	53 4%	-
Prefer not to answer	24 1%	14 1%	10 1%	14 1%	10 5%	-	10 1%	14 1%	10 2%	5 2%	10 1%	10 1%	5 *	5 1%	14 1%	-

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 24

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
Yes - responsible for half or more of the items bought	2689	1422	1267	227	578	641	612	467	164	863	680	520	627	255	92	328	246	304	173	159	173	376	347	207	29	448	1542
	96%	94%	98%	92%	97%	98%	100%	96%	81%	95%	97%	96%	96%	93%	100%	96%	94%	95%	97%	100%	95%	96%	97%	98%	86%	99%	98%
No - not responsible for most of the items bought	111	87	24	19	19	14	-	19	39	48	19	19	24	19	-	14	14	14	5	-	10	14	10	5	5	5	39
	4%	6%	2%	8%	3%	2%	-	4%	19%	5%	3%	4%	4%	7%	-	4%	6%	5%	3%	-	5%	4%	3%	2%	14%	1%	2%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 24

Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?

Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
Yes - responsible for half or more of the items bought	2689 96%	1186 96%	1504 96%	2366 96%	207 98%	1036 93%	1335 97%	1036 96%	492 98%	260 93%	887 98%	1190 97%	1046 98%	829 96%	1475 97%	43 100%
No - not responsible for most of the items bought	111 4%	43 4%	67 4%	106 4%	5 2%	72 7%	39 3%	48 4%	10 2%	19 7%	19 2%	39 3%	24 2%	34 4%	39 3%	- -

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 25
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
No cars in the household	660 24%	342 23%	318 25%	77 31%	116 19%	149 23%	159 26%	116 24%	43 21%	92 10%	169 24%	111 21%	289 44%	72 26%	19 21%	111 32%	92 35%	53 17%	29 16%	39 24%	19 11%	77 20%	116 32%	29 14%	5 14%	92 20%	304 19%
NET: Any	2140 76%	1166 77%	973 75%	169 69%	482 81%	506 77%	453 74%	371 76%	159 79%	819 90%	530 76%	429 79%	361 56%	202 74%	72 79%	231 68%	169 65%	265 83%	149 84%	120 76%	164 89%	313 80%	241 68%	183 86%	29 86%	361 80%	1277 81%
1	1523 54%	843 56%	680 53%	101 41%	347 58%	381 58%	299 49%	255 52%	140 69%	525 58%	410 59%	299 55%	289 44%	120 44%	63 68%	169 49%	145 56%	178 56%	111 62%	77 48%	106 58%	231 59%	183 51%	120 57%	19 57%	198 44%	954 60%
2	487 17%	231 15%	255 20%	43 18%	111 19%	106 16%	116 19%	96 20%	14 7%	231 25%	92 13%	116 21%	48 7%	72 26%	10 11%	53 15%	24 9%	58 18%	34 19%	29 18%	39 21%	58 15%	48 14%	58 27%	5 14%	130 29%	251 16%
3+	130 5%	92 6%	39 3%	24 10%	24 4%	19 3%	39 6%	19 4%	5 2%	63 7%	29 4%	14 3%	24 4%	10 4%	-	10 3%	-	29 9%	5 3%	14 9%	19 11%	24 6%	10 3%	5 2%	5 14%	34 7%	72 5%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 25
How many cars are there in your household?
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
No cars in the household	660 24%	241 20%	419 27%	545 22%	67 32%	260 23%	313 23%	236 22%	72 14%	48 17%	212 23%	289 24%	236 22%	212 25%	313 21%	5 11%
NET: Any	2140 76%	988 80%	1152 73%	1928 78%	145 68%	848 77%	1060 77%	848 78%	429 86%	231 83%	694 77%	940 76%	834 78%	651 75%	1200 79%	39 89%
1	1523 54%	689 56%	834 53%	1354 55%	116 55%	593 53%	761 55%	612 56%	308 62%	154 55%	520 57%	704 57%	631 59%	472 55%	863 57%	29 67%
2	487 17%	227 18%	260 17%	467 19%	10 5%	202 18%	231 17%	164 15%	106 21%	48 17%	149 16%	207 17%	169 16%	145 17%	275 18%	10 22%
3+	130 5%	72 6%	58 4%	106 4%	19 9%	53 5%	67 5%	72 7%	14 3%	29 10%	24 3%	29 2%	34 3%	34 4%	63 4%	- -

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 26
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
White	2439	1272	1166	173	472	559	569	472	193	742	612	463	622	265	87	304	241	265	159	149	164	241	333	198	34	390	1325
	87%	84%	90%	71%	79%	85%	93%	97%	95%	81%	88%	86%	96%	96%	95%	89%	93%	83%	89%	94%	89%	62%	93%	93%	100%	86%	84%
NET: BAME	333	217	116	72	116	82	39	14	10	154	77	72	29	10	5	39	19	48	10	10	19	140	19	14	-	58	231
	12%	14%	9%	29%	19%	13%	6%	3%	5%	17%	11%	13%	4%	4%	5%	11%	7%	15%	5%	6%	11%	36%	5%	7%	-	13%	15%
Mixed	87	48	39	10	29	24	19	-	5	34	19	24	10	-	-	-	10	5	5	5	10	34	14	5	-	5	77
	3%	3%	3%	4%	5%	4%	3%	-	2%	4%	3%	4%	1%	-	-	-	4%	2%	3%	3%	5%	9%	4%	2%	-	1%	5%
Asian	149	125	24	34	53	34	10	14	5	72	43	24	10	5	5	14	5	34	-	-	5	67	5	10	-	43	82
	5%	8%	2%	14%	9%	5%	2%	3%	2%	8%	6%	4%	1%	2%	5%	4%	2%	11%	-	-	3%	17%	1%	5%	-	10%	5%
Black	43	24	19	19	14	5	5	-	-	14	10	10	10	5	-	10	5	-	-	5	5	14	-	-	-	5	29
	2%	2%	1%	8%	2%	1%	1%	-	-	2%	1%	2%	1%	2%	-	3%	2%	-	-	3%	3%	4%	-	-	-	1%	2%
Chinese	34	5	29	-	19	10	5	-	-	24	5	5	-	-	-	14	-	10	5	-	-	5	-	-	-	5	24
	1%	*	2%	-	3%	1%	1%	-	-	3%	1%	1%	-	-	-	4%	-	3%	3%	-	-	1%	-	-	-	1%	2%
Other ethnic group	19	14	5	10	-	10	-	-	-	10	-	10	-	-	-	-	-	-	-	-	-	19	-	-	-	-	19
	1%	1%	*	4%	-	1%	-	-	-	1%	-	2%	-	-	-	-	-	-	-	-	-	5%	-	-	-	-	1%
Prefer not to answer	29	19	10	-	10	14	5	-	-	14	10	5	-	-	-	-	5	10	-	-	10	5	-	-	5	24	
	1%	1%	1%	-	2%	2%	1%	-	-	2%	1%	1%	-	-	-	-	2%	5%	-	-	2%	1%	-	-	1%	2%	

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 26
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
White	2439 87%	1051 85%	1388 88%	2164 88%	178 84%	887 80%	1263 92%	1002 92%	366 73%	251 90%	843 93%	1089 89%	954 89%	708 82%	1248 82%	43 100%
NET: BAME	333 12%	173 14%	159 10%	284 12%	34 16%	207 19%	101 7%	63 6%	125 25%	29 10%	53 6%	130 11%	106 10%	149 17%	246 16%	-
Mixed	87 3%	43 4%	43 3%	82 3%	5 2%	48 4%	34 2%	14 1%	39 8%	10 3%	10 1%	39 3%	19 2%	39 4%	72 5%	-
Asian	149 5%	77 6%	72 5%	135 5%	10 5%	101 9%	43 3%	39 4%	53 11%	14 5%	39 4%	63 5%	58 5%	67 8%	120 8%	-
Black	43 2%	29 2%	14 1%	34 1%	5 2%	34 3%	10 1%	10 1%	10 2%	-	5 1%	19 2%	14 1%	19 2%	29 2%	-
Chinese	34 1%	19 2%	14 1%	19 1%	10 5%	14 1%	5 *	-	14 3%	5 2%	-	5 *	5 *	10 1%	10 1%	-
Other ethnic group	19 1%	5 *	14 1%	14 1%	5 2%	10 1%	10 1%	-	10 2%	-	-	5 *	10 1%	14 2%	14 1%	-
Prefer not to answer	29 1%	5 *	24 2%	24 1%	-	14 1%	10 1%	19 2%	10 2%	-	10 1%	10 1%	10 1%	5 1%	19 1%	-

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 27
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
Christian	1383 49%	708 47%	675 52%	82 33%	275 46%	284 43%	304 50%	304 62%	135 67%	395 43%	342 49%	318 59%	328 50%	111 40%	43 47%	183 54%	135 52%	149 47%	106 59%	77 48%	92 50%	188 48%	173 49%	92 43%	34 100%	217 48%	761 48%
NET: Other	255 9%	173 12%	82 6%	48 20%	92 15%	67 10%	24 4%	14 3%	10 5%	149 16%	39 6%	34 6%	34 5%	14 5%	-	19 6%	24 9%	39 12%	5 3%	5 3%	19 11%	101 26%	14 4%	14 7%	-	58 13%	145 9%
Muslim	120 4%	92 6%	29 2%	29 12%	63 10%	29 4%	-	-	-	67 7%	24 3%	14 3%	14 2%	-	-	14 4%	10 4%	24 8%	-	-	14 8%	58 15%	-	-	-	39 9%	67 4%
Hindu	48 2%	34 2%	14 1%	10 4%	19 3%	5 1%	5 1%	5 1%	5 2%	29 3%	10 1%	5 1%	5 1%	10 4%	-	-	-	-	5 3%	-	-	19 5%	5 1%	10 5%	-	19 4%	14 1%
Jewish	5 *	-	5 *	-	-	-	5 1%	-	-	5 1%	-	-	-	-	-	-	-	-	-	-	-	5 1%	-	-	-	-	5 *
Sikh	5 *	5 *	-	-	-	5 1%	-	-	-	5 1%	-	-	-	-	-	-	-	5 2%	-	-	-	-	-	-	-	-	5 *
Buddhist	29 1%	14 1%	14 1%	-	-	14 2%	10 2%	5 1%	-	19 2%	5 1%	5 1%	-	-	-	-	5 2%	5 2%	-	-	5 3%	10 2%	5 1%	-	-	-	29 2%
Other	48 2%	29 2%	19 1%	10 4%	10 2%	14 2%	5 1%	5 1%	5 2%	24 3%	-	10 2%	14 2%	5 2%	-	5 1%	10 4%	5 2%	-	5 3%	-	10 2%	5 1%	5 2%	-	-	24 2%
None	1070 38%	559 37%	511 40%	106 43%	202 34%	280 43%	270 44%	164 34%	48 24%	323 35%	299 43%	178 33%	270 41%	149 54%	39 42%	130 38%	101 39%	111 35%	58 32%	77 48%	72 39%	82 21%	154 43%	96 45%	-	164 36%	622 39%
Prefer not to say	92 3%	67 4%	24 2%	10 4%	29 5%	24 4%	14 2%	5 1%	10 5%	43 5%	19 3%	10 2%	19 3%	-	10 11%	10 3%	-	19 6%	10 5%	-	-	19 5%	14 4%	10 5%	-	14 3%	53 3%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 27
To which of the following religious groups do you consider yourself to be a member of?
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
Christian	1383 49%	573 47%	810 52%	1229 50%	111 52%	467 42%	761 55%	554 51%	255 51%	183 66%	487 54%	593 48%	540 50%	410 47%	747 49%	29 67%
NET: Other	255 9%	120 10%	135 9%	227 9%	19 9%	164 15%	77 6%	48 4%	87 17%	19 7%	43 5%	106 9%	82 8%	106 12%	202 13%	5 11%
Muslim	120 4%	53 4%	67 4%	101 4%	14 7%	82 7%	34 2%	29 3%	43 9%	19 7%	14 2%	53 4%	43 4%	63 7%	106 7%	-
Hindu	48 2%	34 3%	14 1%	48 2%	-	39 3%	10 1%	-	29 6%	-	5 1%	10 1%	5 *	10 1%	43 3%	-
Jewish	5 *	-	5 *	5 *	-	-	-	-	-	-	-	-	-	-	-	-
Sikh	5 *	5 *	-	5 *	-	5 *	-	-	-	-	-	-	-	-	5 *	-
Buddhist	29 1%	10 1%	19 1%	29 1%	-	10 1%	19 1%	10 1%	5 1%	-	19 2%	19 2%	14 1%	14 2%	14 1%	-
Other	48 2%	19 2%	29 2%	39 2%	5 2%	29 3%	14 1%	10 1%	10 2%	-	5 1%	24 2%	19 2%	19 2%	34 2%	5 11%
None	1070 38%	492 40%	578 37%	930 38%	82 39%	439 40%	487 35%	458 42%	116 23%	67 24%	357 39%	492 40%	414 39%	323 37%	501 33%	10 22%
Prefer not to say	92 3%	43 4%	48 3%	87 4%	-	39 3%	48 4%	24 2%	43 9%	10 3%	19 2%	39 3%	34 3%	24 3%	63 4%	-

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 28
Which of the following best describes where you live?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
NET: Urban	2395	1330	1065	217	549	612	496	366	154	839	583	424	549	222	77	318	231	294	135	101	145	386	299	159	29	429	1402
	86%	88%	82%	88%	92%	93%	81%	75%	76%	92%	83%	79%	84%	81%	84%	93%	89%	92%	76%	64%	79%	99%	84%	75%	86%	95%	89%
Urban - Population over 10,000	1330	810	520	149	337	333	275	188	48	506	366	188	270	111	39	154	125	149	92	24	67	333	145	72	19	265	800
	48%	54%	40%	61%	56%	51%	45%	39%	24%	56%	52%	35%	41%	40%	42%	45%	48%	47%	51%	15%	37%	85%	41%	34%	57%	59%	51%
Town and Fringe	1065	520	545	67	212	280	222	178	106	333	217	236	280	111	39	164	106	145	43	77	77	53	154	87	10	164	602
	38%	35%	42%	27%	35%	43%	36%	37%	52%	37%	31%	44%	43%	40%	42%	48%	41%	45%	24%	48%	42%	14%	43%	41%	29%	36%	38%
NET: Rural	405	178	227	29	48	43	116	120	48	72	116	116	101	53	14	24	29	24	43	58	39	5	58	53	5	24	178
	14%	12%	18%	12%	8%	7%	19%	25%	24%	8%	17%	21%	16%	19%	16%	7%	11%	8%	24%	36%	21%	1%	16%	25%	14%	5%	11%
Village	352	169	183	24	39	43	96	101	48	58	106	92	96	39	14	19	29	24	39	48	34	5	58	39	5	24	149
	13%	11%	14%	10%	6%	7%	16%	21%	24%	6%	15%	17%	15%	14%	16%	6%	11%	8%	22%	30%	18%	1%	16%	18%	14%	5%	9%
Hamlet & Isolated Dwelling	53	10	43	5	10	-	19	19	-	14	10	24	5	14	-	5	-	-	5	10	5	-	-	14	-	-	29
	2%	1%	3%	2%	2%	-	3%	4%	-	2%	1%	4%	1%	5%	-	1%	-	-	3%	6%	3%	-	-	7%	-	-	2%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 28
Which of the following best describes where you live?
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
NET: Urban	2395 86%	1046 85%	1349 86%	2120 86%	193 91%	998 90%	1133 82%	916 84%	463 92%	236 84%	761 84%	1060 86%	920 86%	761 88%	1354 89%	39 89%
Urban - Population over 10,000	1330 48%	655 53%	675 43%	1205 49%	92 43%	651 59%	559 41%	520 48%	294 59%	164 59%	371 41%	564 46%	472 44%	419 49%	867 57%	24 56%
Town and Fringe	1065 38%	390 32%	675 43%	916 37%	101 48%	347 31%	573 42%	395 36%	169 34%	72 26%	390 43%	496 40%	448 42%	342 40%	487 32%	14 33%
NET: Rural	405 14%	183 15%	222 14%	352 14%	19 9%	111 10%	241 18%	169 16%	39 8%	43 16%	145 16%	169 14%	149 14%	101 12%	159 11%	5 11%
Village	352 13%	164 13%	188 12%	308 12%	19 9%	101 9%	207 15%	159 15%	24 5%	34 12%	116 13%	140 11%	125 12%	82 9%	140 9%	5 11%
Hamlet & Isolated Dwelling	53 2%	19 2%	34 2%	43 2%	- -	10 1%	34 2%	10 1%	14 3%	10 3%	29 3%	29 2%	24 2%	19 2%	19 1%	- -

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 29
Which of the following best describes your current working status?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
NET: Working	2034	1152	882	149	511	559	467	304	43	810	554	366	304	207	63	217	178	236	125	106	159	323	246	154	19	453	1581
	73%	76%	68%	61%	85%	85%	76%	62%	21%	89%	79%	68%	47%	75%	68%	63%	69%	74%	70%	67%	87%	83%	69%	73%	57%	100%	100%
Working full time - working 30 hours per week or more	1581	978	602	96	429	472	371	207	5	713	424	251	193	173	34	154	140	178	87	87	125	260	188	135	19	390	1190
	56%	65%	47%	39%	72%	72%	61%	43%	2%	78%	61%	46%	30%	63%	37%	45%	54%	56%	49%	55%	68%	67%	53%	64%	57%	86%	75%
Working part time - working between 8 and 29 hours per week	453	173	280	53	82	87	96	96	39	96	130	116	111	34	29	63	39	58	39	19	34	63	58	19	-	63	390
	16%	12%	22%	22%	14%	13%	16%	20%	19%	11%	19%	21%	17%	12%	32%	18%	15%	18%	22%	12%	18%	16%	16%	9%	-	14%	25%
NET: Not working	766	357	410	96	87	96	145	183	159	101	145	173	347	67	29	125	82	82	53	53	24	67	111	58	14	-	-
	27%	24%	32%	39%	15%	15%	24%	38%	79%	11%	21%	32%	53%	25%	32%	37%	31%	26%	30%	33%	13%	17%	31%	27%	43%	-	-
Not working but seeking work or temporarily unemployed or sick	145	92	53	19	24	24	48	29	-	-	14	24	106	14	5	34	14	14	-	14	5	10	14	19	-	-	-
	5%	6%	4%	8%	4%	4%	8%	6%	-	-	2%	4%	16%	5%	5%	10%	6%	5%	-	9%	3%	2%	4%	9%	-	-	-
Not working and not seeking work/ student	154	87	67	72	19	10	24	24	5	19	58	10	67	5	10	34	29	24	14	14	-	14	10	-	-	-	-
	6%	6%	5%	29%	3%	1%	4%	5%	2%	2%	8%	2%	10%	2%	11%	10%	11%	8%	8%	9%	-	4%	3%	-	-	-	-
Retired on a state pension only	96	34	63	-	-	-	-	14	82	-	10	10	77	-	-	14	14	10	14	-	5	5	24	10	-	-	-
	3%	2%	5%	-	-	-	-	3%	40%	-	1%	2%	12%	-	-	4%	6%	3%	8%	-	3%	1%	7%	5%	-	-	-
Retired with a private pension	154	116	39	-	-	-	10	72	72	63	39	43	10	24	5	19	-	14	19	5	10	10	24	14	10	-	-
	6%	8%	3%	-	-	-	2%	15%	36%	7%	6%	8%	1%	9%	5%	6%	-	5%	11%	3%	5%	2%	7%	7%	29%	-	-
House person, housewife, househusband, etc.	217	29	188	5	43	63	63	43	-	19	24	87	87	24	10	24	24	19	5	19	5	29	39	14	5	-	-
	8%	2%	15%	2%	7%	10%	10%	9%	-	2%	3%	16%	13%	9%	11%	7%	9%	6%	3%	12%	3%	7%	11%	7%	14%	-	-

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 29
Which of the following best describes your current working status?
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
NET: Working	2034 73%	935 76%	1099 70%	1812 73%	154 73%	858 77%	954 69%	786 72%	419 84%	202 72%	651 72%	867 71%	790 74%	670 78%	1234 82%	29 67%
Working full time - working 30 hours per week or more	1581 56%	747 61%	834 53%	1446 58%	101 48%	723 65%	733 53%	578 53%	342 68%	183 66%	520 57%	675 55%	636 59%	530 61%	988 65%	24 58%
Working part time - working between 8 and 29 hours per week	453 16%	188 15%	265 17%	366 15%	53 25%	135 12%	222 16%	207 19%	77 15%	19 7%	130 14%	193 16%	154 14%	140 16%	246 16%	5 11%
NET: Not working	766 27%	294 24%	472 30%	660 27%	58 27%	251 23%	419 31%	299 28%	82 16%	77 28%	255 28%	361 29%	280 26%	193 22%	280 18%	14 33%
Not working but seeking work or temporarily unemployed or sick	145 5%	53 4%	92 6%	106 4%	14 7%	53 5%	67 5%	53 5%	10 2%	5 2%	43 5%	63 5%	39 4%	34 4%	53 4%	5 11%
Not working and not seeking work/ student	154 6%	58 5%	96 6%	140 6%	10 5%	72 7%	58 4%	48 4%	29 6%	14 5%	43 5%	72 6%	63 6%	43 5%	63 4%	5 11%
Retired on a state pension only	96 3%	53 4%	43 3%	87 4%	5 2%	29 3%	63 5%	43 4%	5 1%	14 5%	24 3%	39 3%	29 3%	24 3%	39 3%	5 11%
Retired with a private pension	154 6%	58 5%	96 6%	149 6%	5 2%	58 5%	92 7%	82 8%	5 1%	24 9%	67 7%	82 7%	67 6%	34 4%	34 2%	- -
House person, housewife, househusband, etc.	217 8%	72 6%	145 9%	178 7%	24 11%	39 3%	140 10%	72 7%	34 7%	19 7%	77 9%	106 9%	82 8%	58 7%	92 6%	- -

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 30
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private	
Unweighted base	422	239	183	31	106	116	97	63	9	168	115	76	63	43	13	45	37	49	26	22	33	67	51	32	4	94	328	
Weighted base ('000s)	2034	1152	882	149	511	559	467	304	43	810	554	366	304	207	63	217	178	236	125	106	159	323	246	154	19	453	1581	
NET: Public Sector	453	227	227	29	140	135	77	63	10	241	130	39	43	43	-	63	14	58	29	39	48	63	48	39	10	453	-	
	22%	20%	26%	19%	27%	24%	16%	21%	22%	30%	23%	11%	14%	21%	-	29%	8%	24%	23%	36%	30%	19%	20%	25%	50%	100%	-	
Central government including all administrative departments and central government agencies such as the Bank of England	43	24	19	5	19	10	-	5	5	34	-	5	5	5	-	10	10	5	-	-	5	-	10	-	-	43	-	
	2%	2%	2%	3%	4%	2%	-	2%	11%	4%	-	1%	2%	2%	-	4%	5%	2%	-	-	3%	-	4%	-	-	10%	-	
HM Forces	10	10	-	5	-	-	-	5	-	-	10	-	-	-	-	5	-	-	-	-	-	-	-	5	-	10	-	
	*	1%	-	3%	-	-	-	2%	-	-	2%	-	-	-	-	2%	-	-	-	-	-	-	-	3%	-	2%	-	
National Health Service	106	43	63	-	19	43	29	10	5	24	58	14	10	-	-	14	-	5	10	10	19	14	24	10	-	106	-	
	5%	4%	7%	-	4%	8%	6%	3%	11%	3%	10%	4%	3%	-	-	7%	-	2%	8%	9%	12%	4%	10%	6%	-	23%	-	
Universities and Academies funded by government	24	10	14	-	10	5	-	10	-	14	5	-	5	5	-	-	-	-	5	5	-	5	-	5	-	24	-	
	1%	1%	2%	-	2%	1%	-	3%	-	2%	1%	-	2%	2%	-	-	-	-	4%	5%	-	1%	-	3%	-	5%	-	
Courts service	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Local government administration	48	24	24	5	19	5	10	10	-	19	29	-	-	14	-	5	-	5	10	5	-	-	5	5	-	48	-	
	2%	2%	3%	3%	4%	1%	2%	3%	-	2%	5%	-	-	7%	-	2%	-	2%	8%	5%	-	-	2%	3%	-	11%	-	
Police service	10	5	5	-	10	-	-	-	-	5	5	-	-	-	-	-	-	-	-	5	5	-	-	-	-	10	-	
	*	*	1%	-	2%	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	5%	3%	-	-	-	-	2%	-	
Public sector housing	29	24	5	5	10	14	-	-	-	14	14	-	-	-	-	10	-	10	5	-	-	5	-	-	-	29	-	
	1%	2%	1%	3%	2%	3%	-	-	-	2%	3%	-	-	-	-	4%	-	4%	4%	-	-	1%	-	-	-	6%	-	
Teaching employed by local education authority including voluntary aided schools and foundation schools	87	43	43	5	19	29	24	10	-	82	-	5	-	5	-	19	5	10	-	10	10	14	5	5	5	87	-	
	4%	4%	5%	3%	4%	5%	5%	3%	-	10%	-	1%	-	2%	-	9%	3%	4%	-	9%	6%	4%	2%	3%	25%	19%	-	

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 30
Do you work in any of the following occupations?
Base: All respondents who work

	Gender			Age						Social Grade				Region											Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Weighted base ('000s)	2034	1152	882	149	511	559	467	304	43	810	554	366	304	207	63	217	178	236	125	106	159	323	246	154	19	453	1581
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	19	10	10	-	5	10	5	-	-	10	-	5	5	-	-	-	-	10	-	-	5	5	-	-	-	19	-
	1%	1%	1%	-	1%	2%	1%	-	-	1%	-	1%	2%	-	-	-	-	4%	-	-	3%	1%	-	-	-	4%	-
Bradford and Bingley or Northern Rock Building societies	5	5	-	5	-	-	-	-	-	-	5	-	-	-	-	-	-	-	-	-	-	5	-	-	-	5	-
	*	*	-	3%	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	1%	-
Other public sector occupation (please specify as much detail as possible)	72	29	43	-	29	19	10	14	-	39	5	10	19	14	-	-	-	14	-	5	5	14	5	10	5	72	-
	4%	3%	5%	-	6%	3%	2%	5%	-	5%	1%	3%	6%	7%	-	-	-	6%	-	5%	3%	4%	2%	6%	25%	16%	-
None of the above (Private Sector)	1581	925	655	120	371	424	390	241	34	569	424	328	260	164	63	154	164	178	96	67	111	260	198	116	10	-	1581
	78%	80%	74%	81%	73%	76%	84%	79%	78%	70%	77%	89%	86%	79%	100%	71%	92%	76%	77%	64%	70%	81%	80%	75%	50%	-	100%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 30
Do you work in any of the following occupations?
Base: All respondents who work

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	422	194	228	376	32	178	198	163	87	42	135	180	164	139	256	6
Weighted base ('000s)	2034	935	1099	1812	154	858	954	786	419	202	651	867	790	670	1234	29
NET: Public Sector	453 22%	207 22%	246 22%	405 22%	24 16%	212 25%	188 20%	193 25%	106 25%	58 29%	106 16%	169 19%	178 23%	140 21%	260 21%	5 17%
Central government including all administrative departments and central government agencies such as the Bank of England	43 2%	19 2%	24 2%	43 2%	- -	19 2%	24 3%	24 3%	5 1%	10 5%	14 2%	19 2%	19 2%	14 2%	29 2%	- -
HM Forces	10 *	- -	10 1%	5 *	5 3%	10 1%	- -	- -	- -	- -	- -	5 1%	5 1%	5 1%	5 *	- -
National Health Service	106 5%	43 5%	63 6%	92 5%	10 6%	39 4%	58 6%	53 7%	10 2%	10 5%	39 6%	48 6%	58 7%	43 6%	43 4%	5 17%
Universities and Academies funded by government	24 1%	10 1%	14 1%	24 1%	- -	14 2%	10 1%	10 1%	10 2%	5 2%	5 1%	5 1%	- -	5 1%	19 2%	- -
Courts service	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Local government administration	48 2%	19 2%	29 3%	43 2%	- -	24 3%	19 2%	19 2%	10 2%	- -	10 1%	10 1%	10 1%	5 1%	10 1%	- -
Police service	10 *	- -	10 1%	5 *	5 3%	- -	10 1%	- -	5 1%	- -	- -	5 1%	10 1%	- -	5 *	- -
Public sector housing	29 1%	19 2%	10 1%	29 2%	- -	14 2%	14 2%	19 2%	- -	10 5%	- -	14 2%	5 1%	14 2%	29 2%	- -
Teaching employed by local education authority including voluntary aided schools and foundation schools	87 4%	34 4%	53 5%	77 4%	- -	39 4%	24 3%	19 2%	34 8%	5 2%	24 4%	34 4%	48 6%	34 5%	58 5%	- -

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 30
Do you work in any of the following occupations?
Base: All respondents who work

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Weighted base ('000s)	2034	935	1099	1812	154	858	954	786	419	202	651	867	790	670	1234	29
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	19 1%	10 1%	10 1%	19 1%	- -	10 1%	5 1%	14 2%	5 1%	5 2%	5 1%	5 1%	5 1%	- -	14 1%	- -
Bradford and Bingley or Northern Rock Building societies	5 *	5 1%	- -	5 *	- -	5 1%	- -	5 1%	- -	- -	- -	5 1%	- -	5 1%	5 *	- -
Other public sector occupation (please specify as much detail as possible)	72 4%	48 5%	24 2%	63 3%	5 3%	39 4%	24 3%	29 4%	29 7%	14 7%	10 1%	19 2%	19 2%	14 2%	43 4%	- -
None of the above (Private Sector)	1581 78%	728 78%	853 78%	1407 78%	130 84%	646 75%	766 80%	593 75%	313 75%	145 71%	545 84%	699 81%	612 77%	530 79%	973 79%	24 83%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 31
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
No children aged 18 or under	1528	858	670	178	207	236	313	390	202	342	424	337	424	178	34	164	130	159	106	96	92	198	231	125	14	202	761
	55%	57%	52%	73%	35%	36%	51%	80%	100%	38%	61%	63%	65%	65%	37%	48%	50%	50%	59%	61%	50%	51%	65%	59%	43%	45%	48%
NET: Yes	1263	646	617	63	390	414	299	96	-	569	270	202	222	96	58	178	130	154	72	63	92	193	125	82	19	246	814
	45%	43%	48%	25%	65%	63%	49%	20%	-	62%	39%	38%	34%	35%	63%	52%	50%	48%	41%	39%	50%	49%	35%	39%	57%	54%	52%
Yes - children aged under 5 years old	424	212	212	39	236	130	19	-	-	207	92	67	58	24	10	67	43	53	34	14	14	92	53	19	-	116	241
	15%	14%	16%	16%	40%	20%	3%	-	-	23%	13%	13%	9%	9%	11%	20%	17%	17%	19%	9%	8%	23%	15%	9%	-	26%	15%
Yes - children aged 5 to 10 years old	506	246	260	14	193	222	67	10	-	260	87	72	87	24	29	63	48	72	43	34	39	77	48	29	-	96	318
	18%	16%	20%	6%	32%	34%	11%	2%	-	29%	12%	13%	13%	9%	32%	18%	19%	23%	24%	21%	21%	20%	14%	14%	-	21%	20%
Yes - children aged 11 to 15 years old	617	308	308	10	92	275	188	53	-	280	125	87	125	72	34	92	48	67	39	39	43	72	48	48	14	106	419
	22%	20%	24%	4%	15%	42%	31%	11%	-	31%	18%	16%	19%	26%	37%	27%	19%	21%	22%	24%	24%	19%	14%	23%	43%	23%	27%
Yes - children aged 16 to 18 years old	328	159	169	19	19	77	154	58	-	120	72	72	63	19	14	43	29	43	14	14	29	43	39	29	10	63	222
	12%	11%	13%	8%	3%	12%	25%	12%	-	13%	10%	13%	10%	7%	16%	13%	11%	14%	8%	9%	16%	11%	11%	14%	29%	14%	14%
Refused	10	5	5	5	-	5	-	-	-	-	5	-	5	-	-	-	-	5	-	-	-	-	-	5	-	5	5
	*	*	*	2%	-	1%	-	-	-	-	1%	-	1%	-	-	-	-	2%	-	-	-	-	-	2%	-	1%	*

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 31
Do you have any children aged 18 or under? If so, how old are they?
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
No children aged 18 or under	1528 55%	641 52%	887 56%	1364 55%	92 43%	612 55%	747 54%	627 58%	188 38%	120 43%	530 59%	684 56%	602 56%	487 54%	694 46%	24 56%
NET: Yes	1263 45%	588 48%	675 43%	1108 45%	116 55%	492 44%	627 46%	458 42%	313 63%	159 57%	376 41%	540 44%	463 43%	390 45%	814 54%	19 44%
Yes - children aged under 5 years old	424 15%	188 15%	236 15%	376 15%	43 20%	202 18%	183 13%	135 12%	120 24%	58 21%	111 12%	159 13%	149 14%	120 14%	308 20%	10 22%
Yes - children aged 5 to 10 years old	506 18%	260 21%	246 16%	453 18%	34 16%	217 20%	236 17%	164 15%	130 26%	82 29%	145 16%	198 16%	183 17%	159 18%	361 24%	- -
Yes - children aged 11 to 15 years old	617 22%	294 24%	323 21%	554 22%	48 23%	212 19%	323 24%	255 24%	145 29%	96 34%	193 21%	265 22%	227 21%	193 22%	405 27%	10 22%
Yes - children aged 16 to 18 years old	328 12%	135 11%	193 12%	284 12%	29 14%	116 10%	183 13%	130 12%	63 13%	29 10%	96 11%	164 13%	101 9%	92 11%	164 11%	5 11%
Refused	10 *	- -	10 1%	- -	5 2%	5 *	- -	- -	- -	- -	- -	5 *	5 *	5 1%	5 *	- -

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 32
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
Anglia	231	125	106	19	53	53	67	29	10	101	58	43	29	-	5	-	-	-	24	-	183	-	19	-	-	53	145
	8%	8%	8%	8%	9%	8%	11%	6%	5%	11%	8%	8%	4%	-	5%	-	-	-	14%	-	100%	-	5%	-	-	12%	9%
Border	48	29	19	10	5	24	5	5	-	19	14	-	14	19	-	29	-	-	-	-	-	-	-	-	-	5	19
	2%	2%	1%	4%	1%	4%	1%	1%	-	2%	2%	-	2%	7%	-	8%	-	-	-	-	-	-	-	-	-	1%	1%
Central	434	251	183	53	111	111	77	53	29	106	145	77	106	10	-	-	-	294	120	-	-	5	-	5	-	92	227
	15%	17%	14%	22%	19%	17%	13%	11%	14%	12%	21%	14%	16%	4%	-	-	-	92%	68%	-	-	1%	-	2%	-	20%	14%
Granada	313	173	140	24	53	87	63	58	29	101	53	48	111	-	-	294	-	5	5	10	-	-	-	-	-	58	164
	11%	12%	11%	10%	9%	13%	10%	12%	14%	11%	8%	9%	17%	-	-	86%	-	2%	3%	6%	-	-	-	-	-	13%	10%
London	492	284	207	67	140	87	111	58	29	251	106	77	58	-	-	5	-	-	-	-	-	386	96	5	-	63	323
	18%	19%	16%	27%	23%	13%	18%	12%	14%	28%	15%	14%	9%	-	-	1%	-	-	-	-	-	99%	27%	2%	-	14%	20%
Meridian	255	116	140	5	39	72	58	53	29	67	72	63	53	-	-	-	-	5	-	-	-	-	236	14	-	39	140
	9%	8%	11%	2%	6%	11%	9%	11%	14%	7%	10%	12%	8%	-	-	-	-	2%	-	-	-	-	66%	7%	-	9%	9%
STV	246	145	101	10	24	58	43	92	19	72	72	39	63	246	-	-	-	-	-	-	-	-	-	-	-	43	140
	9%	10%	8%	4%	4%	9%	7%	19%	10%	8%	10%	7%	10%	89%	-	-	-	-	-	-	-	-	-	-	-	10%	9%
Tyne Tees	92	34	58	5	24	14	10	39	-	10	29	24	29	-	87	-	-	-	5	-	-	-	-	-	-	-	63
	3%	2%	4%	2%	4%	2%	2%	8%	-	1%	4%	4%	4%	-	95%	-	-	-	3%	-	-	-	-	-	-	-	4%
Wales	145	43	101	10	24	29	43	29	10	24	34	43	43	-	-	-	-	-	-	145	-	-	-	-	-	34	58
	5%	3%	8%	4%	4%	4%	7%	6%	5%	3%	5%	8%	7%	-	-	-	-	-	-	91%	-	-	-	-	-	7%	4%
West	96	63	34	10	29	14	29	10	5	39	24	29	5	-	-	10	-	10	-	5	-	-	-	72	-	29	39
	3%	4%	3%	4%	5%	2%	5%	2%	2%	4%	3%	5%	1%	-	-	3%	-	3%	-	3%	-	-	-	34%	-	6%	2%
Westcountry	120	58	63	10	10	29	24	34	14	29	14	29	48	-	-	-	-	5	-	-	-	-	-	116	-	14	67
	4%	4%	5%	4%	2%	4%	4%	7%	7%	3%	2%	5%	7%	-	-	-	-	2%	-	-	-	-	-	55%	-	3%	4%
Yorkshire	289	159	130	24	77	72	63	29	24	67	77	67	77	-	-	5	260	-	24	-	-	-	-	-	-	14	183
	10%	11%	10%	10%	13%	11%	10%	6%	12%	7%	11%	13%	12%	-	-	1%	100%	-	14%	-	-	-	-	-	-	3%	12%
UTV	39	29	10	-	10	5	19	-	5	24	-	-	14	-	-	-	-	-	-	-	-	-	5	-	34	10	14
	1%	2%	1%	-	2%	1%	3%	-	2%	3%	-	-	2%	-	-	-	-	-	-	-	-	-	1%	-	100%	2%	1%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 32
Which of the following ITV regions do you live in?
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
Anglia	231 8%	106 9%	125 8%	193 8%	29 14%	72 7%	140 10%	106 10%	43 9%	10 3%	82 9%	96 8%	106 10%	77 9%	145 10%	-
Border	48 2%	24 2%	24 2%	48 2%	- -	10 1%	34 2%	24 2%	5 1%	5 2%	19 2%	24 2%	24 2%	19 2%	19 1%	-
Central	434 15%	231 19%	202 13%	400 16%	19 9%	183 17%	193 14%	173 16%	58 12%	58 21%	135 15%	188 15%	164 15%	125 15%	260 17%	14 33%
Granada	313 11%	145 12%	169 11%	275 11%	34 16%	96 9%	183 13%	120 11%	43 9%	34 12%	130 14%	149 12%	149 14%	116 13%	173 11%	5 11%
London	492 18%	202 16%	289 18%	453 18%	29 14%	280 23%	207 15%	130 12%	135 27%	58 21%	130 14%	207 17%	169 16%	169 20%	304 20%	5 11%
Meridian	255 9%	96 8%	159 10%	202 8%	34 16%	92 8%	120 9%	106 10%	39 8%	10 3%	58 6%	101 8%	72 7%	48 6%	92 6%	5 11%
STV	246 9%	101 8%	145 9%	231 9%	5 2%	116 10%	96 7%	111 10%	39 8%	24 9%	92 10%	106 9%	106 10%	82 9%	120 8%	-
Tyne Tees	92 3%	24 2%	67 4%	77 3%	- -	24 2%	63 5%	53 5%	19 4%	5 2%	14 2%	29 2%	10 1%	14 2%	53 4%	5 11%
Wales	145 5%	63 5%	82 5%	120 5%	10 5%	63 6%	58 4%	53 5%	10 2%	24 9%	43 5%	43 4%	53 5%	43 5%	58 4%	-
West	96 3%	53 4%	43 3%	92 4%	5 2%	48 4%	34 2%	43 4%	29 6%	10 3%	29 3%	34 3%	34 3%	24 3%	58 4%	5 11%
Westcountry	120 4%	63 5%	58 4%	111 4%	10 5%	29 3%	72 5%	43 4%	34 7%	10 3%	48 5%	67 5%	39 4%	29 3%	53 4%	5 11%
Yorkshire	289 10%	111 9%	178 11%	236 10%	34 16%	96 9%	154 11%	96 9%	43 9%	24 9%	106 12%	164 13%	125 12%	106 12%	154 10%	-
UTV	39 1%	10 1%	29 2%	34 1%	5 2%	19 2%	19 1%	24 2%	5 1%	10 3%	19 2%	19 2%	19 2%	10 1%	24 2%	-

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 33
Marital Status
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
Single	766 27%	448 30%	318 25%	183 75%	183 31%	183 28%	159 26%	53 11%	5 2%	207 23%	222 32%	125 23%	212 33%	53 19%	14 16%	67 20%	67 26%	101 32%	48 27%	48 30%	43 24%	130 33%	130 36%	53 25%	10 29%	116 26%	448 28%
NET: Married/ Civil partnership/ co habiting	1711 61%	911 60%	800 62%	63 25%	410 69%	439 67%	357 58%	308 63%	135 67%	636 70%	410 59%	361 67%	304 47%	183 67%	72 79%	241 70%	149 57%	183 58%	111 62%	87 55%	135 74%	207 53%	198 55%	125 59%	19 57%	308 68%	954 60%
Married	1224 44%	699 46%	525 41%	24 10%	289 48%	284 43%	280 46%	227 47%	120 60%	487 53%	284 41%	265 49%	188 29%	96 35%	53 58%	149 44%	106 41%	145 45%	82 46%	63 39%	111 61%	169 43%	140 39%	92 43%	19 57%	231 51%	694 44%
Civil Partnership	48 2%	29 2%	19 1%	5 2%	19 3%	5 1%	14 2%	5 1%	-	10 1%	14 2%	5 1%	19 3%	14 5%	-	14 4%	-	-	5 3%	-	5 3%	10 2%	-	-	-	-	29 2%
Co Habiting	439 16%	183 12%	255 20%	34 14%	101 17%	149 23%	63 10%	77 16%	14 7%	140 15%	111 16%	92 17%	96 15%	72 26%	19 21%	77 23%	43 17%	39 12%	24 14%	24 15%	19 11%	29 7%	58 16%	34 16%	-	77 17%	231 15%
NET: Widowed/ separated/ divorced	318 11%	149 10%	169 13%	-	5 1%	29 4%	96 16%	125 26%	63 31%	67 7%	67 10%	48 9%	135 21%	39 14%	5 5%	34 10%	43 17%	29 9%	19 11%	24 15%	5 3%	53 14%	29 8%	34 16%	5 14%	24 5%	178 11%
Widowed	43 2%	24 2%	19 1%	-	-	-	5 1%	24 5%	14 7%	5 1%	10 1%	10 2%	19 3%	10 4%	-	5 1%	5 2%	-	-	5 3%	5 3%	10 2%	5 1%	-	-	5 1%	24 2%
Separated	29 1%	10 1%	19 1%	-	5 1%	10 1%	10 2%	-	5 2%	14 2%	5 1%	5 1%	5 1%	-	-	-	-	-	-	5 3%	-	14 4%	-	5 2%	5 14%	5 1%	19 1%
Divorced	246 9%	116 8%	130 10%	-	-	19 3%	82 13%	101 21%	43 21%	48 5%	53 8%	34 6%	111 17%	29 11%	5 5%	29 8%	39 15%	29 9%	19 11%	14 9%	-	29 7%	24 7%	29 14%	-	14 3%	135 9%
Prefer not to answer	5 *	-	5 *	-	-	5 1%	-	-	-	-	-	5 1%	-	-	-	-	-	5 2%	-	-	-	-	-	-	-	5 1%	-

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 33
Marital Status
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
Single	766 27%	337 27%	429 27%	617 25%	101 48%	304 27%	361 26%	231 21%	130 26%	48 17%	236 26%	323 26%	294 27%	251 29%	390 26%	14 33%
NET: Married/ Civil partnership/ co habiting	1711 61%	742 60%	969 62%	1552 63%	111 52%	694 63%	843 61%	704 65%	333 66%	207 74%	554 61%	771 63%	675 63%	525 61%	1007 67%	24 56%
Married	1224 44%	573 47%	651 41%	1123 45%	77 36%	501 45%	607 44%	506 47%	270 54%	164 59%	376 41%	554 45%	520 49%	390 45%	761 50%	19 44%
Civil Partnership	48 2%	19 2%	29 2%	43 2%	5 2%	10 1%	29 2%	19 2%	5 1%	14 5%	34 4%	24 2%	19 2%	19 2%	34 2%	5 11%
Co Habiting	439 16%	149 12%	289 18%	386 16%	29 14%	183 17%	207 15%	178 16%	58 12%	29 10%	145 16%	193 16%	135 13%	116 13%	212 14%	-
NET: Widowed/ separated/ divorced	318 11%	149 12%	169 11%	299 12%	-	111 10%	169 12%	149 14%	34 7%	24 9%	111 12%	135 11%	101 9%	87 10%	111 7%	5 11%
Widowed	43 2%	19 2%	24 2%	43 2%	-	24 2%	19 1%	24 2%	10 2%	10 3%	19 2%	24 2%	19 2%	14 2%	19 1%	-
Separated	29 1%	10 1%	19 1%	29 1%	-	5 *	19 1%	10 1%	5 1%	-	14 2%	10 1%	10 1%	5 1%	14 1%	-
Divorced	246 9%	120 10%	125 8%	227 9%	-	82 7%	130 9%	116 11%	19 4%	14 5%	77 9%	101 8%	72 7%	67 8%	77 5%	5 11%
Prefer not to answer	5 *	-	5 *	5 *	-	-	-	-	5 1%	-	5 1%	-	-	-	5 *	-

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 34
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
Glasgow	154 6%	106 7%	48 4%	5 2%	19 3%	48 7%	14 2%	53 11%	14 7%	48 5%	43 6%	29 5%	34 5%	154 56%	-	-	-	-	-	-	-	-	-	-	-	19 4%	87 5%
Edinburgh	106 4%	53 4%	53 4%	10 4%	10 2%	24 4%	24 4%	34 7%	5 2%	39 4%	29 4%	10 2%	29 4%	101 37%	-	-	-	5 2%	-	-	-	-	-	-	-	14 3%	72 5%
Newcastle	111 4%	39 3%	72 6%	10 4%	29 5%	19 3%	14 2%	39 8%	-	10 1%	34 5%	24 4%	43 7%	-	87 95%	19 6%	-	-	5 3%	-	-	-	-	-	-	5 1%	63 4%
Leeds	116 4%	58 4%	58 4%	5 2%	39 6%	24 4%	34 6%	10 2%	5 2%	39 4%	29 4%	14 3%	34 5%	-	-	-	116 44%	-	-	-	-	-	-	-	-	14 3%	67 4%
Hull	48 2%	29 2%	19 1%	5 2%	19 3%	10 1%	-	10 2%	5 2%	10 1%	14 2%	19 4%	5 1%	-	-	-	39 15%	-	10 5%	-	-	-	-	-	-	-	39 2%
Sheffield	87 3%	39 3%	48 4%	5 2%	19 3%	24 4%	24 4%	5 1%	10 5%	19 2%	14 3%	29 3%	4 4%	-	-	5 1%	82 31%	-	-	-	-	-	-	-	-	-	53 3%
Manchester	251 9%	140 9%	111 9%	39 16%	43 7%	77 12%	43 7%	24 5%	24 12%	82 9%	63 9%	34 6%	72 11%	-	-	227 66%	5 2%	19 6%	-	-	-	-	-	-	-	39 9%	125 8%
Liverpool	111 4%	77 5%	34 3%	-	14 2%	29 4%	24 4%	34 7%	10 5%	34 4%	19 3%	24 4%	34 5%	-	-	77 23%	-	-	34 21%	-	-	-	-	-	-	34 7%	58 4%
Nottingham	92 3%	48 3%	43 3%	24 10%	-	39 6%	10 2%	10 2%	10 5%	14 2%	29 4%	19 4%	29 4%	-	-	-	5 2%	-	87 49%	-	-	-	-	-	-	19 4%	39 2%
Birmingham	323 12%	183 12%	140 11%	29 12%	96 16%	77 12%	58 9%	39 8%	24 12%	82 9%	82 12%	82 15%	77 12%	-	5 5%	-	-	280 88%	39 22%	-	-	-	-	-	-	58 13%	178 11%
Norwich	101 4%	43 3%	58 4%	19 8%	10 2%	24 4%	19 3%	19 4%	10 5%	43 5%	14 2%	24 4%	19 3%	-	-	-	-	-	-	101 55%	-	-	-	-	-	24 5%	63 4%
Milton Keynes	34 1%	19 1%	14 1%	-	10 2%	-	24 4%	-	-	5 1%	19 3%	5 1%	5 1%	-	-	-	-	-	19 11%	-	10 5%	-	5 1%	-	-	10 2%	19 1%
Brighton	77 3%	43 3%	34 3%	-	14 2%	14 2%	19 3%	24 5%	5 2%	24 3%	19 3%	19 4%	14 2%	-	-	-	-	-	-	-	-	-	77 22%	-	-	10 2%	39 2%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 34
Which of the following cities do you live in, or nearest to?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
Oxford	24 1%	19 1%	5 *	5 2%	5 1%	5 1%	5 1%	-	5 2%	-	10 1%	14 3%	-	-	-	-	5 2%	-	-	-	-	-	10 3%	10 5%	-	-	10 1%
London	660 24%	366 24%	294 23%	63 25%	193 32%	125 19%	169 28%	72 15%	39 19%	328 36%	154 22%	101 19%	77 12%	-	-	-	-	-	5 3%	-	67 37%	390 100%	193 54%	5 2%	-	116 28%	424 27%
Southampton	77 3%	39 3%	39 3%	-	14 2%	29 4%	5 1%	29 6%	-	10 1%	29 4%	24 4%	14 2%	-	-	-	-	-	-	-	-	-	53 15%	24 11%	-	5 1%	58 4%
Bristol	96 3%	48 3%	48 4%	5 2%	10 2%	24 4%	34 6%	19 4%	5 2%	39 4%	14 2%	19 4%	24 4%	-	-	-	-	-	-	-	-	-	-	96 45%	-	24 5%	48 3%
Plymouth	63 2%	34 2%	29 2%	5 2%	5 1%	10 1%	10 2%	19 4%	14 7%	14 2%	10 1%	10 2%	29 4%	-	-	-	-	-	-	-	-	-	-	63 30%	-	5 1%	29 2%
Cardiff	130 5%	39 3%	92 7%	14 6%	24 4%	29 4%	39 6%	19 4%	5 2%	29 3%	34 5%	24 4%	43 7%	-	-	-	-	-	-	116 73%	-	-	-	14 7%	-	34 7%	48 3%
Belfast	34 1%	24 2%	10 1%	-	5 1%	5 1%	19 3%	-	5 2%	24 3%	-	-	10 1%	-	-	-	-	-	-	-	-	-	-	-	34 100%	10 2%	10 1%
None of these	106 4%	63 4%	43 3%	5 2%	19 3%	19 3%	24 4%	29 6%	10 5%	19 2%	29 4%	29 5%	29 4%	19 7%	-	14 4%	14 6%	10 3%	14 8%	10 6%	5 3%	-	19 5%	-	-	14 3%	53 3%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 34
Which of the following cities do you live in, or nearest to?
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
Glasgow	154 6%	63 5%	92 6%	149 6%	5 2%	82 7%	63 5%	72 7%	29 6%	14 5%	48 5%	63 5%	58 5%	39 4%	77 5%	-
Edinburgh	106 4%	48 4%	58 4%	96 4%	-	43 4%	39 3%	43 4%	10 2%	10 3%	48 5%	53 4%	63 6%	63 7%	63 4%	-
Newcastle	111 4%	29 2%	82 5%	96 4%	-	29 3%	72 5%	58 5%	24 5%	5 2%	19 2%	39 3%	19 2%	19 2%	58 4%	5 11%
Leeds	116 4%	58 5%	58 4%	101 4%	5 2%	43 4%	63 5%	29 3%	24 5%	5 2%	39 4%	67 5%	53 5%	43 5%	58 4%	-
Hull	48 2%	10 1%	39 2%	29 1%	14 7%	24 2%	14 1%	24 2%	-	-	14 2%	29 2%	24 2%	24 3%	34 2%	-
Sheffield	87 3%	24 2%	63 4%	77 3%	5 2%	10 1%	63 5%	24 2%	14 3%	10 3%	34 4%	43 4%	39 4%	24 3%	43 3%	-
Manchester	251 9%	111 9%	140 9%	222 9%	24 11%	72 7%	159 12%	87 8%	43 9%	24 9%	106 12%	130 11%	120 11%	96 11%	140 9%	10 22%
Liverpool	111 4%	53 4%	58 4%	96 4%	14 7%	48 4%	43 3%	34 3%	10 2%	14 5%	34 4%	43 4%	48 5%	34 4%	63 4%	-
Nottingham	92 3%	53 4%	39 2%	77 3%	10 5%	24 2%	48 4%	39 4%	10 2%	10 3%	24 3%	48 4%	34 3%	24 3%	48 3%	5 11%
Birmingham	323 12%	164 13%	159 10%	280 11%	29 14%	145 13%	130 9%	130 12%	72 14%	48 17%	120 13%	125 10%	116 11%	92 11%	198 13%	5 11%
Norwich	101 4%	63 5%	39 2%	87 4%	14 7%	29 3%	67 5%	58 5%	19 4%	5 2%	29 3%	34 3%	39 4%	39 4%	63 4%	-
Milton Keynes	34 1%	10 1%	24 2%	29 1%	5 2%	10 1%	19 1%	34 3%	-	5 2%	14 2%	24 2%	19 2%	14 2%	19 1%	-
Brighton	77 3%	39 3%	39 2%	63 3%	10 5%	34 3%	29 2%	29 3%	14 3%	-	24 3%	34 3%	29 3%	19 2%	39 3%	5 11%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 34
Which of the following cities do you live in, or nearest to?
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
Oxford	24 1%	14 1%	10 1%	19 1%	5 2%	14 1%	10 1%	5 *	- -	- -	- -	10 1%	5 *	- -	10 1%	- -
London	660 24%	236 19%	424 27%	588 24%	48 23%	308 28%	299 22%	202 19%	154 31%	72 26%	188 21%	289 24%	236 22%	217 25%	386 25%	5 11%
Southampton	77 3%	34 3%	43 3%	67 3%	10 5%	29 3%	39 3%	19 2%	10 2%	- -	14 2%	29 2%	24 2%	5 1%	34 2%	- -
Bristol	96 3%	53 4%	43 3%	87 4%	10 5%	43 4%	43 3%	39 4%	34 7%	14 5%	48 5%	48 4%	43 4%	34 4%	48 3%	5 11%
Plymouth	63 2%	34 3%	29 2%	63 3%	- -	10 1%	39 3%	24 2%	5 1%	5 2%	19 2%	34 3%	19 2%	14 2%	24 2%	- -
Cardiff	130 5%	67 5%	63 4%	116 5%	5 2%	63 6%	48 4%	53 5%	19 4%	24 9%	34 4%	39 3%	43 4%	39 4%	63 4%	5 11%
Belfast	34 1%	10 1%	24 2%	34 1%	- -	19 2%	14 1%	24 2%	5 1%	5 2%	14 2%	14 1%	14 1%	5 1%	19 1%	- -
None of these	106 4%	58 5%	48 3%	96 4%	- -	29 3%	72 5%	58 5%	5 1%	10 3%	34 4%	34 3%	24 2%	19 2%	29 2%	- -

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 35
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	North-ern Ire-land	Public	Pri-vate	
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328	
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581	
Up to £7,000	(3.5)	140	96	43	29	14	34	24	39	-	14	43	-	82	14	5	34	19	5	5	19	10	10	14	5	-	-	19
		5%	6%	3%	12%	2%	5%	4%	8%	-	2%	6%	-	13%	5%	5%	10%	7%	2%	3%	12%	5%	2%	4%	2%	-	-	1%
£7,001 to £14,000	(10.5)	328	149	178	14	63	58	77	82	34	43	63	48	173	24	5	34	53	48	29	14	5	39	43	29	5	19	173
		12%	10%	14%	6%	10%	9%	13%	17%	17%	5%	9%	9%	27%	9%	5%	10%	20%	15%	16%	9%	3%	10%	12%	14%	14%	4%	11%
£14,001 to £21,000	(17.5)	439	227	212	39	58	120	82	87	53	39	92	120	188	53	14	82	58	43	39	39	5	29	63	14	-	43	222
		16%	15%	16%	16%	10%	18%	13%	18%	26%	4%	13%	22%	29%	19%	16%	24%	14%	22%	24%	3%	7%	18%	7%	-	10%	14%	
£21,001 to £28,000	(24.5)	405	217	188	29	67	82	96	82	48	92	135	106	72	39	24	34	19	39	19	34	34	43	82	29	10	63	251
		14%	14%	15%	12%	11%	13%	16%	17%	24%	10%	19%	20%	11%	14%	26%	10%	7%	12%	11%	21%	18%	11%	23%	14%	29%	14%	16%
£28,001 to £34,000	(31)	313	154	159	14	82	63	96	39	19	87	106	58	63	24	5	24	24	39	29	14	34	48	34	29	10	53	178
		11%	10%	12%	6%	14%	10%	16%	8%	10%	10%	15%	11%	10%	9%	5%	7%	9%	12%	16%	9%	18%	12%	9%	14%	29%	12%	11%
£34,001 to £41,000	(37.5)	280	154	125	34	87	67	48	39	5	101	82	72	24	24	-	39	19	48	10	10	10	53	39	24	5	34	193
		10%	10%	10%	14%	15%	10%	8%	8%	2%	11%	12%	13%	4%	9%	-	11%	7%	15%	5%	6%	5%	14%	11%	11%	14%	7%	12%
£41,001 to £48,000	(44.5)	149	87	63	5	48	43	24	19	10	92	24	29	5	34	5	19	5	14	5	-	10	19	10	24	5	58	82
		5%	6%	5%	2%	8%	7%	4%	4%	5%	10%	3%	5%	1%	12%	5%	6%	2%	5%	3%	-	5%	5%	3%	11%	14%	13%	5%
£48,001 to £55,000	(51.5)	231	135	96	19	72	58	53	24	5	149	53	29	-	14	-	19	29	29	10	5	29	39	34	24	-	39	173
		8%	9%	7%	8%	12%	9%	9%	5%	2%	16%	8%	5%	-	5%	-	6%	11%	9%	5%	3%	16%	10%	9%	11%	-	9%	11%
£55,001 to £62,000	(58.5)	96	77	19	10	24	24	14	24	-	53	34	10	-	5	5	19	-	19	10	-	10	19	-	10	-	43	48
		3%	5%	1%	4%	4%	4%	2%	5%	-	6%	5%	2%	-	2%	5%	6%	-	6%	5%	-	5%	5%	-	5%	-	10%	3%
£62,001 to £69,000	(65.5)	48	29	19	5	10	14	5	10	5	34	10	5	-	10	10	-	-	-	-	5	5	10	10	-	29	14	
		2%	2%	1%	2%	2%	2%	1%	2%	2%	4%	1%	1%	-	4%	11%	-	-	-	-	3%	1%	3%	5%	-	6%	1%	
£69,001 to £76,000	(72.5)	72	39	34	-	34	10	24	5	-	43	14	14	-	5	14	5	10	10	10	-	5	10	5	-	10	58	
		3%	3%	3%	-	6%	1%	4%	1%	-	5%	2%	3%	-	2%	16%	1%	4%	3%	5%	-	3%	2%	1%	-	2%	4%	
£76,001 to £83,000	(79.5)	19	5	14	5	10	-	5	-	-	19	-	-	-	5	-	-	-	-	-	-	10	5	-	-	5	14	
		1%	*	1%	2%	2%	-	1%	-	-	2%	-	-	-	2%	-	-	-	-	-	-	2%	1%	-	-	1%	1%	
£83,001 or more	(86)	111	72	39	-	24	39	24	19	5	87	14	10	-	10	-	5	-	5	5	10	19	43	5	10	-	39	67
		4%	5%	3%	-	4%	6%	4%	4%	2%	10%	2%	2%	-	4%	-	1%	-	2%	3%	6%	11%	11%	1%	5%	-	9%	4%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 35
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	North-ern Ireland	Public	Private
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
Prefer not to answer	169	67	101	43	5	43	39	19	19	58	29	39	43	14	5	29	24	19	10	14	10	24	14	5	-	19	87
	6%	4%	8%	18%	1%	7%	6%	4%	10%	6%	4%	7%	7%	5%	5%	8%	9%	6%	5%	9%	5%	6%	4%	2%	-	4%	5%
Average income (£000's)	32.45	33.56	31.10	28.75	37.72	33.65	32.52	28.47	25.38	45.87	31.01	30.42	16.85	32.84	37.31	27.67	25.33	32.14	30.31	24.95	41.54	40.88	29.36	35.80	29.07	43.33	34.91

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 35
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
Up to £7,000	(3.5) 140 5%	67 5%	72 5%	106 4%	14 7%	58 5%	67 5%	63 6%	19 4%	14 5%	67 7%	82 7%	72 7%	58 7%	58 4%	10 22%
£7,001 to £14,000	(10.5) 328 12%	149 12%	178 11%	275 11%	29 14%	96 9%	173 13%	111 10%	43 9%	24 9%	96 11%	145 12%	120 11%	96 11%	149 10%	-
£14,001 to £21,000	(17.5) 439 16%	140 11%	299 19%	381 15%	39 18%	149 13%	236 17%	164 15%	63 13%	39 14%	145 16%	202 16%	173 16%	159 18%	212 14%	-
£21,001 to £28,000	(24.5) 405 14%	169 14%	236 15%	352 14%	34 16%	173 16%	198 14%	178 16%	58 12%	34 12%	130 14%	169 14%	159 15%	130 15%	202 13%	19 44%
£28,001 to £34,000	(31) 313 11%	145 12%	169 11%	270 11%	34 16%	116 10%	169 12%	135 12%	53 11%	39 14%	87 10%	140 11%	120 11%	67 8%	198 13%	5 11%
£34,001 to £41,000	(37.5) 280 10%	116 9%	164 10%	255 10%	24 11%	120 11%	130 9%	130 12%	29 6%	29 10%	106 12%	130 11%	111 10%	67 8%	173 11%	5 11%
£41,001 to £48,000	(44.5) 149 5%	77 6%	72 5%	140 6%	10 5%	63 6%	82 6%	43 4%	53 11%	5 2%	67 7%	87 7%	77 7%	72 8%	106 7%	-
£48,001 to £55,000	(51.5) 231 8%	116 9%	116 7%	222 9%	10 5%	106 10%	96 7%	67 6%	77 15%	10 3%	72 8%	87 7%	58 5%	63 7%	135 9%	-
£55,001 to £62,000	(58.5) 96 3%	48 4%	48 3%	92 4%	5 2%	58 5%	34 2%	43 4%	29 6%	24 9%	19 2%	34 3%	43 4%	43 5%	77 5%	5 11%
£62,001 to £69,000	(65.5) 48 2%	19 2%	29 2%	43 2%	5 2%	19 2%	24 2%	19 2%	19 4%	10 3%	19 2%	24 2%	19 2%	10 1%	34 2%	-
£69,001 to £76,000	(72.5) 72 3%	48 4%	24 2%	72 3%	-	34 3%	39 3%	24 2%	14 3%	5 2%	-	24 2%	14 1%	10 1%	34 2%	-
£76,001 to £83,000	(79.5) 19 1%	10 1%	10 1%	19 1%	-	5 *	10 1%	-	5 1%	-	5 1%	-	5 *	-	14 1%	-
£83,001 or more	(86) 111 4%	58 5%	53 3%	106 4%	-	53 5%	43 3%	48 4%	19 4%	29 10%	34 4%	39 3%	34 3%	39 4%	58 4%	-

E-Cigarettes Survey
ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 35
What is the combined annual income of your household, prior to tax being deducted?
Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
Prefer not to answer	169 6%	67 5%	101 6%	140 6%	10 5%	58 5%	72 5%	58 5%	19 4%	19 7%	58 6%	67 5%	63 6%	48 6%	63 4%	- -
Average income (£000's)	32.45	34.36	30.94	33.53	26.32	34.71	31.20	31.93	37.63	37.17	30.69	30.68	30.66	31.23	34.49	25.78

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 36

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East of London	London	South East	South West	North Ireland	Public	Private
Unweighted base	581	313	268	51	124	136	127	101	42	189	145	112	135	57	19	71	54	66	37	33	38	81	74	44	7	94	328
Weighted base ('000s)	2800	1508	1292	246	598	655	612	487	202	911	699	540	651	275	92	342	260	318	178	159	183	390	357	212	34	453	1581
NET: Yes	675	366	308	53	87	96	169	188	82	159	145	101	270	92	14	120	72	63	48	29	48	43	77	53	14	82	265
	24%	24%	24%	22%	15%	15%	28%	39%	40%	17%	21%	19%	41%	33%	16%	35%	28%	20%	27%	18%	26%	11%	22%	25%	43%	18%	17%
Yes - physical condition	386	188	198	14	14	39	96	154	67	72	96	63	154	63	14	63	34	34	14	14	39	24	48	34	5	34	145
	14%	12%	15%	6%	2%	6%	16%	32%	33%	8%	14%	12%	24%	23%	16%	18%	13%	11%	8%	9%	21%	6%	14%	16%	14%	7%	9%
Yes - mental condition	260	164	96	39	58	72	72	19	-	67	39	39	116	24	5	63	39	29	19	19	10	14	14	19	5	43	116
	9%	11%	7%	16%	10%	11%	12%	4%	-	7%	6%	7%	18%	9%	5%	18%	15%	9%	11%	12%	5%	4%	4%	9%	14%	10%	7%
Yes - disability	183	116	67	5	10	10	63	77	19	43	34	24	82	34	-	29	10	29	24	-	10	14	24	10	-	14	48
	7%	8%	5%	2%	2%	1%	10%	16%	10%	5%	5%	4%	13%	12%	-	8%	4%	9%	14%	-	5%	4%	7%	5%	-	3%	3%
Yes - other	53	29	24	5	14	5	14	14	-	14	-	10	29	5	-	14	-	5	10	-	-	10	5	-	5	5	10
	2%	2%	2%	2%	2%	1%	2%	3%	-	2%	-	2%	4%	2%	-	4%	-	2%	5%	-	-	2%	1%	-	14%	1%	1%
No	2063	1123	940	188	492	545	434	284	120	752	545	414	352	178	72	212	164	246	130	125	135	347	275	159	19	366	1287
	74%	74%	73%	76%	82%	83%	71%	58%	60%	83%	78%	77%	54%	65%	79%	62%	63%	77%	73%	79%	74%	89%	77%	75%	57%	81%	81%
Prefer not to say	63	19	43	5	19	14	10	14	-	-	10	24	29	5	5	10	24	10	-	5	-	-	5	-	-	5	29
	2%	1%	3%	2%	3%	2%	2%	3%	-	-	1%	4%	4%	2%	5%	3%	9%	3%	-	3%	-	-	1%	-	-	1%	2%

E-Cigarettes Survey

ONLINE Fieldwork: 3rd-5th June 2016

Absolutes/col percents

Table 36

Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?

Base: All respondents

	E-Cigarette Use			Likelihood of Voting In Referendum		Referendum Vote Intention		Feelings About E-Cigarette Regulation		Vapers who claim to have saved more than £50 a week	Parties Unsupportive of Concerns of Vapers				Health as a Result of Using an E-Cigarette Device	
	Total	Daily	Non-Daily	Likely	Unlikely	Remain	Leave	Angry	Content		Labour	Conservatives	Lib Dems	UKIP	Better	Worse
Unweighted base	581	255	326	513	44	230	285	225	104	58	188	255	222	179	314	9
Weighted base ('000s)	2800	1229	1571	2472	212	1108	1373	1084	501	280	906	1229	1070	863	1513	43
NET: Yes	675 24%	308 25%	366 23%	598 24%	63 30%	241 22%	361 26%	333 31%	67 13%	101 36%	275 30%	342 28%	280 26%	227 26%	323 21%	24 56%
Yes - physical condition	386 14%	178 15%	207 13%	347 14%	34 16%	116 10%	231 17%	188 17%	39 8%	48 17%	154 17%	198 16%	164 15%	130 15%	149 10%	14 33%
Yes - mental condition	260 9%	120 10%	140 9%	207 8%	39 18%	96 9%	120 9%	130 12%	29 6%	53 19%	92 10%	116 9%	92 9%	87 10%	145 10%	14 33%
Yes - disability	183 7%	87 7%	96 6%	164 7%	14 7%	67 6%	87 6%	82 8%	19 4%	39 14%	77 9%	96 8%	87 8%	58 7%	82 5%	5 11%
Yes - other	53 2%	14 1%	39 2%	43 2%	10 5%	19 2%	14 1%	29 3%	5 1%	10 3%	29 3%	34 3%	34 3%	29 3%	24 2%	-
No	2063 74%	911 74%	1152 73%	1831 74%	145 68%	853 77%	983 72%	728 67%	429 86%	173 62%	612 68%	843 69%	761 71%	622 72%	1152 76%	19 44%
Prefer not to say	63 2%	10 1%	53 3%	43 2%	5 2%	14 1%	29 2%	24 2%	5 1%	5 2%	19 2%	43 4%	29 3%	14 2%	39 3%	-