



Health  
Canada Santé  
Canada

# *Vapers Panel Baseline Survey 2022*

## **Final Report**

### **Prepared for Health Canada**

Supplier Name: Environics Research

Contract Number: HT372-215049/001/CY

Contract Value: \$207,954.80 (including HST)

Award Date: 2022-01-12

Delivery Date: 2022-05-12

Registration Number: POR 097-21

For more information on this report, please contact Health Canada at: [hc.cpab.por-rop.dgcap.sc@canada.ca](mailto:hc.cpab.por-rop.dgcap.sc@canada.ca)

**Ce rapport est aussi disponible en Français**

**Canada**

## **Vapers Panel Baseline Survey 2022 - Final report**

Prepared for Health Canada by Environics Research

May 2022

This public opinion research report presents the results of a quantitative research study conducted by Environics Research on behalf of Health Canada, comprising an online survey with 4,815 Canadians aged 15 or older who are regular vapers, conducted from March 4 – April 8, 2022.

### **Permission to reproduce**

This publication may be reproduced for non-commercial purposes only. Prior written permission must be obtained from Health Canada. For more information on this report, please contact Health Canada at: [hc.cpab.por-rop.dgcap.sc@canada.ca](mailto:hc.cpab.por-rop.dgcap.sc@canada.ca)

© His Majesty the King in Right of Canada, as represented by the Minister of Public Services and Procurement Canada, 2022

Cat. No. H14-415/2022E-PDF  
ISBN 978-0-660-45601-0

Cette publication est aussi disponible en français sous le titre Étude longitudinale sur le vapotage, 2022 - Rapport final

Cat. No. H14-415/2022F-PDF  
ISBN 978-0-660-45600-3

## Table of Contents

<b>Executive summary .....</b>	<b>i</b>
<b>Introduction .....</b>	<b>8</b>
<b>I. Detailed findings .....</b>	<b>10</b>
A. Frequency, history and heaviness of use .....	10
B. Drivers to use and quality of life .....	24
C. Smoking status and questions for dual users.....	30
D. Vaping transitions, cessation and relapse.....	42
E. Access and affordability .....	49
F. Cannabis, alcohol and relative harm perceptions.....	60
<b>Appendix A: Methodology .....</b>	<b>68</b>
<b>Appendix B: Questionnaire .....</b>	<b>73</b>

## Executive summary

### A. Background and objectives

The *Tobacco and Vaping Products Act* (TVPA) regulates the manufacture, sale, labelling and promotion of tobacco products and vaping products sold in Canada. The TVPA creates a new legal framework for regulating vaping products to protect young persons from nicotine addiction and tobacco use, while allowing adults to legally access vaping products as a less harmful alternative to tobacco. Health Canada identified a need for transitional data to provide key insights into how changeable (or not) an individual's use behaviour can be over time, any factors influencing those changes (e.g., biases), and any factors that could be influenced by those changes (e.g., health self-ratings).

The main objective of this research is to understand patterns of use, attitudes and behaviours at the individual level with respect to vaping among Canadians who are regular vapers aged 15 years and older. This research will be designed to serve as a baseline, should Health Canada wish to measure changes in vaping behaviour using a return-to-sample methodology in the subsequent two years.

Specific research objectives include, but are not limited to, the following:

- To establish baseline patterns of use among regular vapers
- To understand factors driving changes in vaping status, including vaping cessation
- To understand changes in patterns of dual use (smoking and vaping)
- To measure Canadian regular vapers' level of awareness and knowledge around vaping products
- To gather information on Canadian regular vapers' behaviours with respect to vaping products, including product evolution, and
- To gather information on the vaping devices and e-liquids currently being used by Canadian vapers.

## B. Methodology

This research study consisted of a national online survey of 4,815 Canadians aged 15 or older who vaped at least once a week in the previous four weeks (also known as regular vapers). The incidence of regular vapers among Canadians 15+ is 3.4 percent nationally (per Canadian Tobacco and Nicotine Survey [CTNS] 2020 data). The survey was conducted from March 4 – April 8, 2022. The sample was designed to (a) be as representative as possible of the regular vaper population by age, gender and province, and (b) to maximize the subsample of youth (15-19 years) and young adult (20-24 years) regular vapers, for adequate analysis in subsequent waves (despite expected attrition).

As this online survey utilized an opt-in panel, it is a non-probability survey and no margin of sampling error should be calculated. Reported percentages are not generalizable to any group other than the sample studied, and therefore no formal statistical inferences can be drawn between the sample results and the broader target population it may be intended to reflect.

The following completions were achieved:

Age	2020 Population	Regular vaper incidence (CTNS 2020)	Proportion of vaper population	Unweighted sample size	Proportion of total sample	Weighted sample size
15-19	2,102,402	9.0%	17%	852	18%	843
20-24	2,484,313	8.7%	20%	1,524	32%	957
25+	27,408,756	2.5%	63%	2,439	50%	3,015
<b>Total</b>	<b>31,995,471</b>	<b>3.4%</b>	<b>100%</b>	<b>4,815</b>	<b>100%</b>	<b>4,815</b>

## C. Contract value

The contract value was \$207,954.80 (including HST).

### *Report*

This report begins with an executive summary outlining key findings and conclusions, followed by a detailed analysis of the survey data. Provided under a separate cover is a detailed set of “banner tables” presenting the results for all questions by population segments as defined by region and demographics. These tables are referenced by the survey question in the detailed analysis.

In this report, quantitative results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses. Net results cited in the text may not exactly match individual results shown in the tables due to rounding. Differences between subgroups are noted based on Z-test results at 95% probability for comparing proportions, and based on two-tailed T-test results at 95% probability for comparing means. Comparisons are based on differences between sub-groups, and not on differences compared to the total.

People who smoke, had formerly smoked, and vape are referred to as smokers, former smokers, and vapers, respectively, in the interest of brevity. Likewise, given that participants must have vaped on a regular basis, any reference to 'vaper' refers to someone that is a regular vaper.

**Use of findings of the research.** Data from this research will allow the Tobacco Control Directorate to understand and contextualize any recent changes in vaping prevalence.

## D. Key findings

In general, patterns of use in vapers are somewhat different between youth (age 15 to 19), young adults (20 to 24), and adults (25+). While there is overlap between age groups, among adults, vaping is more often used as a smoking cessation aide; this is evident in direct answers about their reasons for vaping, as well as their preferences and behaviours that point to vaping as a replacement for smoking. Among youth and young adults, vaping is more often a recreational activity and substance habit in its own right; many younger vapers take up vaping without ever being regular smokers, and they are more likely to be heavily dependent on vaping with nicotine compared to older vapers. Younger vapers are more likely to mention non-smoking reasons for vaping, prefer using flavoured liquids, and enjoy vaping in social settings. These patterns also extend to quitting vaping behaviour, and should be noted when considering approaches to reducing vaping behaviour overall; quitting vaping may be seen as less urgent for those using it to reduce or quit smoking. Detailed results for this study are outlined below.

### Frequency, history, and heaviness of use

- Qualifying respondents for this study are Canadians, age 15 or older, who vaped at least once a week for the past 30 days (also known as regular vapers). Of these, half (52%) vape on a daily basis; daily vaping is most common among youth, i.e., those aged 15 to 19 (55%).
- Based on past 30 days behaviour, most vapers vape with nicotine every day (48%) or on occasion (49%). Daily vaping with nicotine is highest among youth (52%).
- Vaping products without nicotine is less common with one in five doing it daily (20%) and about half doing so occasionally (48%). Adults, i.e., those aged 25+, are more likely to vape without nicotine on a daily basis (21%), compared to youth (18%).
- Nearly six in ten (58%) have their first nicotine vape of the day within 30 minutes of waking, and about one in four (25%) vape with nicotine more than 30 times per day. These metrics are used to calculate the Heaviness of Vaping with Nicotine Index (HVNI), a score from 0 to 6 where 0 indicates very low nicotine dependence and 6 is very high dependence. Half of vapers (52%) fall into a range of 0 to 2, indicating low dependence on nicotine, but there is considerable variation by age. One in three youth (34%) show high dependence, compared to 28% in young adults and 16% in adults.
- Regardless of age, over half of vapers (60%) have been vaping regularly for less than two years.
- Fruit is the most popular vaping flavour, regardless of vaping liquid type, i.e., with nicotine (35%), without nicotine (28%), and unsure of nicotine (24%). For vaping with nicotine, tobacco (15%) is the second favourite. For vaping without nicotine, mint and candy were each reported by 13% of respondents. Fruit flavours are

especially popular among youth (51% with nicotine) and young adults (43% with nicotine); tobacco flavour is more popular among adults (21%) compared to youth and young adults (both 5%).

- The mean starting age for vaping is 29 years old, but this varies considerably between age cohorts; since vaping products are relatively new in Canada, most adults did not have an opportunity to start using them at a very young age. The mean starting age for those who have never smoked on a regular basis is 20 years, notably lower than those who currently smoke (30 years) and former smokers (39 years).

### Drivers to use and quality of life

- Using a 0 to 10 scale to measure satisfaction with life, where 0 means “very dissatisfied” and 10 means “very satisfied,” vapers report an average satisfaction rating of 6.8. Satisfaction is highest for adults (7.1) and lowest for youth (6.2).
- Youth vapers (47%) and young adults (36%) are more likely than adults (17%) to say most or all of their friends also vape; this points to a sociable aspect of vaping that is more prominent for younger vapers compared to adults. A similar pattern holds for those saying most or all of their classmates or co-workers vape (youth 31%, young adult 23%, adult 14%). Younger vapers (i.e., youth and young adults) are also more likely to have a spouse or partner who also vapes (48% youth, 52% young adult with ‘not applicable’ and ‘don’t know’ responses removed).
- Rating agreement with a series of statements about vaping on a scale of 1 to 10, vapers most often agree with the statement that vaping calms them down (48% with an 8 to 10 rating) or that they enjoy vaping when with others who vape (45%). Youth vapers are the most likely to agree vaping calms them down (54%) compared to young adults (47%) and adults (47%). Youth also are the most likely to agree they enjoy vaping with others (youth 55%, young adults 46%, adults 42%).
- While quitting smoking is the top overall reason vapers give for vaping, with 47% naming it as one of their top three reasons, this varies starkly by age. A majority of adults (54%) name this as a top reason for vaping. For youth, relaxation (41%) and flavours (30%) outrank quitting smoking (27%) as reasons for vaping.

### Smoking status and questions for dual users

- Over half of vapers (58%) are dual users who currently both vape regularly and smoke cigarettes. Another 18% are former smokers, while 24% have never been regular smokers. Adults are more likely to be dual users (66%) and former smokers (23%).
- Asked their reasons for smoking in addition to vaping, similar proportions mention habit (30%), trying to quit smoking (29%), cravings (28%), stress (28%), and enjoyment (27%). Among adults, reasons related to smoking addiction are more common, such as habit (32%), trying to quit (31%), and enjoyment (30%), whereas the top reason for youth is smoking with others in social situations (35%).
- Dual users smoke an average of about eight cigarettes a day, ranging from just under five (4.7) for youth to nine (9.2) for adults.

- Dual users report that they vape an average of nearly eight times a day (7.5) in situations where they cannot smoke; this ranges from 6.9 in adults to 10.2 times per day in youth, perhaps reflecting more limited opportunities for smoking among younger dual users.
- Among dual users, one in five say they have never tried to quit smoking (21%); those who have tried to quit report an average of nearly nine (8.7) quit attempts. Most report their longest period of time without smoking was a matter of days (33%) or weeks (19%).
- Among former smokers, a majority (76%) say they quit between one and ten years ago; this is similar across all age groups. Breaking this down further, roughly equal proportions say they quit between one and three years (37%) and between four and ten years (39%).
- Rating the usefulness of vaping as a tool to quit smoking, a majority of current and former smokers (52%) rate it between 8 and 10 (on a scale where 1 means “not useful at all” and 10 means “very useful”). This breaks down to 73% among former smokers, and 43% among those who are still smoking.
- Regardless of age cohort, friends or family are the most common source of information on using vaping to quit or reduce smoking (48%). Young adults are most likely to talk to vape shop staff (33%), and adults are more inclined to speak to a healthcare professional (26%) compared to youth (24% and 20%, respectively).
- Nicotine gum (44%), quitting cold turkey (33%), and the nicotine patch (32%) are the most common other smoking cessation methods tried by vapers who are current or former smokers. Higher proportions of adults report trying most methods in the list, compared to youth and young adults.

### Vaping transitions, cessation, and relapse

- Over half of vapers (54%) have either previously tried (31%) or are currently trying (23%) to stop vaping. Reducing vaping is even higher, with a total of two-thirds (66%) who have tried (28%) or are trying (38%) to reduce. Younger vapers are more likely to report trying to quit or reduce, again pointing to differences in the way vaping tends to be used recreationally among younger vapers, and more often for smoking cessation in adults. This is also reflected in former smokers, who are less likely to try quitting or reducing vaping compared to those currently smoking and those who have never smoked regularly; this suggests that for former smokers, vaping is used on an ongoing basis to prevent a smoking relapse. Vapers who have tried to quit vaping report an average of four (4.1) quit attempts so far, and two in three (65%) have gone at least a week without vaping.
- Around one in four vapers (28%) say quitting vaping is an important life goal, rating it between 8 and 10 on a scale where 1 means not important at all and 10 means it is the most important goal of their life; adults are somewhat more likely to say it is important (30% rating it 8 to 10). The average importance rating is 5.7.
- On a similar scale rating confidence from 1 to 10, about four out of ten vapers (42%) say they are confident (8 to 10) they will one day quit vaping for good; these confidence ratings are similar across age groups.
- Asked to rate a set of statements about quitting vaping in terms of how true each statement is for them personally, vapers most often find it true (8 to 10 on 1 to 10 scale) that if they were to quit vaping, it would be because of a belief that it is best for their health (54%) and that it would be because they want to take responsibility for their health (52%). Ratings were similar for the three age groups.



### Access and affordability

- Vape shops are the most common source for vapers to obtain both devices (70%) and liquids or pods (55%). Age restrictions on vaping products clearly have some impact on purchase behaviour, with many youth having someone else buy devices (32%) or liquids (31%) for them, and others getting devices (25%) or liquids (22%) from friends or family on a lending or giving basis.
- About four in ten vapers (43%), most often youth (55%) and young adults (57%), report that, in the past six months, they have had a situation where the device or vape flavour they wanted was not available. Most often this was due to flavours becoming unavailable (51%).
- Vapers say they most often pay attention to company branding (38%) and colour (31%) when buying vape products.
- Used by nearly half of vapers (46%), pen-style devices are the most popular choice among all age groups. This is not surprising considering the most important considerations for vapers when selecting a device: quality (73%), convenience (73%), being refillable (68%), and size (68%).
- Vapers report an average spend of \$87 over the past month on devices (among those who purchased in the past month), and \$66 on liquids or pods. Spending on both is highest among young adults (\$107 and \$75, respectively).
- Rating the affordability of vaping overall, most vapers give a neutral rating between 4 and 7 (on a scale where 1 means very unaffordable and 10 means very affordable). The average affordability rating for vapers is 6.5, ranging from 6.0 among youth to 6.8 among adults.

### Cannabis, alcohol, and relative harm perceptions

- Among vapers, majorities say they have tried cannabis through smoking (69%), edibles (58%), and vaping (56%). Reported cannabis use is lower in adults, but still constitutes majorities for each method.
- Most vapers who have ever used cannabis report using it in the past 30 days, whether by vaping (84%), smoking (76%), or edibles (73%).
- Most vapers say they vape about the same, with or without nicotine, when they are using cannabis through either vaping or smoking; youth are more likely to say they vape more with nicotine while vaping cannabis (23%, compared to 14% in young adults and 10% in adults) or smoking cannabis (21%, compared to 15% in young adults and 9% in adults).
- Most vapers (91%) have had alcohol at some point, and of these, most (88%) have at least one drink in the past 30 days. Most vapers who drink say their vaping with nicotine (57%) and without nicotine (60%) remains the same while drinking.
- Most vapers perceive smoking cigarettes to be harmful, with two in three (68%) rating it between 8 and 10 (on a scale where 1 means not harmful at all and 10 means extremely harmful). In comparison, vapers find drinking alcohol (39%), eating junk food (37%), smoking cannabis (35%), vaping with nicotine (34%), and vaping cannabis (33%) to be relatively less harmful. Youth rate smoking as more harmful compared to other

ages (72%), while adults find alcohol (42%), junk food (42%), and smoking cannabis (39%) more harmful compared to younger vapers.

## E. Political neutrality statement and contact information

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

Sarah Robertson  
Vice President, Corporate and Public Affairs  
Environics Research Group  
[sarah.roberson@environics.ca](mailto:sarah.roberson@environics.ca)

**Supplier name:** Environics Research Group  
PWGSC contract number: HT372-215072/001/CY  
Original contract date: 2022-01-12  
For more information, contact Health Canada at: [hc.cpab.por-rop.dgcap.sc@canada.ca](mailto:hc.cpab.por-rop.dgcap.sc@canada.ca)

## Introduction

The Tobacco and Vaping Products Act (TVPA) came into force on May 23, 2018, to regulate the manufacture, sale, labelling and promotion of tobacco products and vaping products sold in Canada. The TVPA creates a new legal framework for regulating vaping products to protect young persons from nicotine addiction and tobacco use, while allowing adults to legally access vaping products as a less harmful alternative to tobacco. However, there is limited understanding of the transition between products occurring among people who are smoking and using vaping products at the individual level.

### **Objectives**

The main objective of this research is to understand patterns of vape use at the individual level. The research will also gather attitudes and behaviours of Canadians who are regular vapers aged 15 years and older. This research will be designed to serve as a baseline, should Health Canada wish to measure changes in vaping behaviour using a return-to-sample methodology in the subsequent two years.

Specific research objectives include, but are not limited to, the following:

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

### **About this report**

This report begins with an executive summary outlining the key findings of the survey, followed by a detailed analysis and breakdown of the results. Detailed descriptions of the methodology is presented in Appendix A, and the survey questionnaire is provided in Appendix B.

People who smoke, had formerly smoked, and vape are referred to as smokers, former smokers, and vapers, respectively, in the interest of brevity. Likewise, given that participants must have vaped on a regular basis, any reference to 'vaper' refers to someone that is a regular vaper.

Quantitative results are based on the entire sample unless otherwise noted. ***In this report, results are expressed as percentages unless otherwise noted. Results may not add to 100% due to rounding or multiple responses.***

Only Age, Gender and Region were focused on in the subgroup analysis in this report. Other subgroups of potential interest, including vaping and smoking behaviour, Indigenous status, visible minorities, sexual orientation, etc. are included in the banner tables with statistical differences highlighted. Differences between subgroups are noted based on Z-test results at 95% probability for comparing proportions, and based on two-tailed T-test results at 95% probability for comparing means. Comparisons are based on differences between sub-groups, and not on differences compared to the total.

Provided under a separate cover is a detailed set of “banner tables” presenting the results for all survey questions by subgroup segments. These tables are referenced by the survey question in the detailed analysis.

## I. Detailed findings

### A. Profile of vapers

The following table shows the profile of vapers in the study by usage.

Vaper profile by usage

<i>Characteristic</i>	<b>Total (n=4,815)</b>	<b>Vapes daily (n=2,578)</b>	<b>Vapes occasionally (n=2,237)</b>	<b>Currently smokes (n=2,755)</b>	<b>Former smoker (n=1,822)</b>	<b>Never smoked regularly (n=1,692)</b>
<b>Age</b>						
Youth (15-19)	17%	19%	16%	12%	5%	40%
Young adult (20-24)	20%	20%	19%	17%	13%	32%
Adult (25+)	63%	61%	64%	71%	81%	28%
<b>Gender</b>						
Female	34%	36%	32%	29%	33%	45%
Male	65%	63%	68%	71%	66%	54%
Gender diverse	1%	1%	1%	1%	1%	1%
Prefer not to say	<1%	<1%	<1%	0%	<1%	<1%
<b>Region</b>						
BC/Territories	16%	15%	16%	14%	18%	16%
Alberta	11%	11%	11%	10%	11%	10%
Saskatchewan	5%	5%	4%	5%	4%	5%
Manitoba	5%	4%	5%	4%	6%	4%
Ontario	30%	30%	30%	32%	25%	31%
Quebec	26%	25%	27%	27%	25%	26%
Atlantic	8%	9%	7%	8%	10%	7%
<b>Marital status</b>						
Never legally married lived with common-law partner	42%	43%	42%	37%	30%	64%
Legally married/not separated	29%	28%	30%	34%	36%	13%
Living with common-law partner	16%	15%	16%	16%	18%	11%
Separated, still legally married	2%	3%	2%	3%	4%	1%
Divorced	4%	5%	4%	4%	6%	2%
Widowed	2%	2%	1%	2%	3%	<1%
Prefer not to say	5%	5%	4%	3%	3%	8%

Base: all respondents

## Vaper profile by usage (continued)

<i>Characteristic</i>	<b>Total (n=4,815)</b>	<b>Vapes daily (n=2,578)</b>	<b>Vapes occasionally (n=2,237)</b>	<b>Currently smokes (n=2,755)</b>	<b>Former smoker (n=1,822)</b>	<b>Never smoked regularly (n=1,692)</b>
<b>Occupation</b>						
Senior/middle management	19%	20%	17%	23%	15%	10%
Professional	17%	15%	19%	16%	18%	18%
Technical/Paraprofessional	9%	8%	10%	8%	9%	10%
Sales and Service	18%	19%	18%	15%	18%	29%
Administrative, clerical and office support	10%	10%	10%	10%	12%	10%
Industrial, electrical and construction trades	5%	5%	5%	5%	6%	4%
Maintenance and equipment operation trades, installers, repairers, and material handlers	5%	5%	5%	5%	5%	4%
Processing, manufacturing and utilities machine operators and assemblers	4%	5%	4%	4%	6%	3%
Construction, agricultural, forestry, fishing, landscaping labourer/general worker	5%	5%	6%	7%	3%	4%
Prefer not to say	8%	9%	7%	7%	8%	10%
<b>Household income</b>						
NET: Under \$40K	26%	29%	23%	24%	25%	30%
\$40,000 to just under \$60,000	16%	16%	17%	17%	18%	13%
\$60,000 to just under \$80,000	14%	13%	15%	16%	12%	14%
\$80,000 to just under \$100,000	14%	13%	15%	15%	13%	12%
\$100,000 to just under \$150,000	16%	16%	16%	17%	18%	14%
\$150,000 and above	8%	7%	8%	8%	7%	8%
<b>Identity</b>						
A member of a visible minority group	23%	20%	27%	26%	12%	25%
A member of the LGBTQ2+ community	14%	15%	14%	14%	12%	17%
None of the above	65%	68%	63%	63%	77%	61%

Base: all respondents

## Vaper profile by usage (continued)

<i>Characteristic</i>	<b>Total (n=4,815)</b>	<b>Vapes daily (n=2,578)</b>	<b>Vapes occasionally (n=2,237)</b>	<b>Currently smokes (n=2,755)</b>	<b>Former smoker (n=1,822)</b>	<b>Never smoked regularly (n=1,692)</b>
<b>Indigenous identity</b>						
NET: Indigenous	5%	5%	5%	6%	3%	4%
First Nations	3%	4%	3%	4%	2%	2%
Métis	2%	2%	2%	2%	1%	1%
Inuk (Inuit)	<1%	<1%	<1%	<1%	<1%	<1%
A non-Indigenous person	81%	79%	83%	79%	88%	81%
Prefer not to say	14%	15%	12%	14%	9%	15%
<b>Education</b>						
NET: HS or less	38%	42%	34%	34%	35%	49%
Registered Apprenticeship/ other trades certificate/ diploma	6%	6%	6%	7%	8%	4%
College, CEGEP or other non- university certificate/diploma	20%	20%	21%	21%	23%	20%
University certificate/diploma below bachelor's level	7%	7%	7%	7%	7%	7%
Bachelor's degree	18%	16%	20%	20%	20%	13%
Postgraduate degree above bachelor's level	9%	8%	9%	11%	6%	5%
<b>Language most spoke at home</b>						
English	77%	78%	76%	79%	75%	76%
French	20%	20%	20%	19%	22%	20%
Other	3%	2%	4%	2%	3%	4%

Base: all respondents

## B. Frequency, history and heaviness of use

### 1. Vaping status

*Half of regular vapers vape daily; daily vaping is more prevalent among youth.*

For the purposes of this baseline study, regular vapers are defined as only those who vaped at least once a week in the past 30 days. Among regular vapers, just over half (52%) vape on a daily basis. Daily vaping is most prevalent among youth (55%) and women (55%).

### Vaping status

<b>QA2. During the past 30 days, how often have you used a vaping product with or without nicotine?</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
Daily	52%	55%	53%	51%
<i>Net: Occasional vapers</i>	48%	45%	47%	49%
Less than daily, but at least once a week	48%	45%	47%	49%

Base: All respondents

Women (55%) are more likely to vape on a daily basis compared to men (50%).

## 2. Vaping with nicotine

*Most vapers use liquids with nicotine on a regular basis.*

Among regular vapers, most vape with nicotine every day (48%) or on occasion (49%); very few say they did not vape with nicotine at all in the past 30 days (3%). Compared to older cohorts, youth are the most likely to vape with nicotine every day (52%).

### Vaping with nicotine

<b>QB1. Which of the following best describes how often you vaped liquids with nicotine in the past 30 days?</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
I vaped them every day	48%	52%	50%	46%
<i>Net: Occasional vapers</i>	49%	46%	48%	50%
I vaped them at least once a week, but not daily	43%	41%	41%	45%
I vaped them less than weekly, but at least once in the past 30 days	6%	5%	7%	5%
Not at all	3%	3%	2%	4%

Base: All respondents

Other sub-groups more likely to report daily vaping with nicotine in include:

- Atlantic residents (54%) compared to Ontario (47%) and Quebec (46%), and
- Women (51%) compared to men (46%).



### 3. Vaping without nicotine

*Most vapers use liquids without nicotine at least some of the time; this is most common among adults 25+.*

One in five vapers (20%) say they vape without nicotine every day, and close to half (48%) vape these products occasionally; one in three (32%) selected 'not at all' (i.e., they vaped with nicotine or not knowing the nicotine content). Adults age 25+ are the most likely to vape without nicotine on a daily basis (21%), closely followed by young adults (20%).

#### Vaping without nicotine

<b>QB2. Which of the following best describes how often you vaped liquids without nicotine in the past 30 days?</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
I vaped them every day	20%	18%	20%	21%
<i>Net: Occasional vapers</i>	48%	41%	48%	50%
I vaped them at least once a week, but not daily	35%	26%	33%	37%
I vaped them less than weekly, but at least once in the past 30 days	13%	15%	15%	13%
Not at all	32%	42%	32%	29%

*Base: All respondents*

Other groups more likely to report daily vaping without nicotine include:

- Ontario residents (25%) compared to all other regions (ranging from 17% to 20%), and
- Men (22%) compared to women (18%).

#### 4. Vaping when unsure of nicotine content

*Most vapers occasionally or regularly vape liquids without knowing the nicotine content; this is least common among youth.*

One in five vapers (21%) report that, in the past 30 days, they vaped liquids every day that they weren't sure contained nicotine or not. Another four in ten (43%) vape these types of products occasionally. In total, this means that two-thirds (64%) of vapers are not always sure of the nicotine content of their vaping products. Vaping products while uncertain about nicotine content is less common among youth (17%) compared to older vapers (22%).

##### Vaping when unsure of nicotine content

<b>QB3. Which of the following best describes how often you vaped liquids you weren't sure contained nicotine or not in the past 30 days?</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
I vaped them every day	21%	17%	22%	22%
<i>Net: Occasional vapers</i>	43%	39%	44%	44%
I vaped them at least once a week, but not daily	32%	27%	30%	34%
I vaped them less than weekly, but at least once in the past 30 days	11%	12%	14%	10%
Not at all	36%	44%	34%	34%

Base: All respondents

Those more likely to vape products on a daily basis, where they are uncertain about nicotine content include:

- Quebec residents (25%) compared to all other regions except Ontario (ranging from 16% to 19%),
- Ontario residents (23%) compared to British Columbia (16%) and the Prairies (18%), and
- Men (23%) compared to women (19%).

## 5. First vape

*A majority of vapers who use nicotine have their first vape of the day within 30 minutes of waking.*

Among those who vape with nicotine, one in five (18%) have their first vape of the day within five minutes of waking, and 40 percent do so within 30 minutes. Youth (23%) and young adults (21%) are more likely to report vaping with nicotine within five minutes of waking than are adults (15%).

### First vape

<b>QB4. How soon after you wake up do you usually have your first vape with nicotine?</b>	<b>Total (n=4,666)</b>	<b>Youth (15-19) (n=830)</b>	<b>Young adult (20-24) (n=1,483)</b>	<b>Adult (25+) (n=2,353)</b>
Less than 5 minutes	18%	23%	21%	15%
6 to 30 minutes	40%	30%	37%	44%
31 minutes to 1 hour	19%	16%	20%	19%
More than 1 hour	23%	30%	22%	22%

*Base: Those who vape with nicotine*

Other sub-groups of vapers who are more likely to vape within five minutes of waking include:

- Quebec residents (20%) compared to Ontario (16%), and
- Women (22%) compared to men (16%).

## 6. Number of vapes per day – with nicotine

*Half of vapers vape between one and ten times a day; youth are most likely to be frequent vapers (i.e., more than 30 times a day).*

Half of regular vapers (49%) vape 10 times a day or fewer; adults aged 25+ are more likely to vape at this frequency (54%). One in four (25%) vape 31 or more times in a day; vaping this frequently is more common among youth (39%) and young adult vapers (34%).

### Number of vapes per day – with nicotine

<b>QB5A. On days you use them, please estimate how many separate times per day you usually vape with nicotine?</b>	<b>Total (n=4,666)</b>	<b>Youth (15-19) (n=830)</b>	<b>Young adult (20-24) (n=1,483)</b>	<b>Adult (25+) (n=2,353)</b>
<i>Net: 1-10</i>	49%	39%	41%	54%
5 or less times per day	32%	26%	29%	35%
6 – 10 times per day	17%	13%	13%	19%
<i>Net: 11-20</i>	17%	15%	15%	18%
11 – 15 times per day	10%	8%	9%	11%
16 – 20 times per day	8%	8%	7%	8%
<i>Net: 21-30</i>	9%	7%	9%	9%
21 – 25 times per day	5%	4%	6%	5%
26 – 30 times per day	3%	3%	3%	3%
<i>Net: 31+</i>	25%	39%	34%	19%
31 or more times per day	4%	5%	6%	3%
I vape continuously throughout the day	21%	34%	28%	16%

*Base: Those who vape with nicotine*

Infrequent vaping (1 to 10 times per day) is more common among men (52%) compared to women (43%).

Very frequent vaping (31+ times per day) is more common among these groups:

- Atlantic residents (38%) compared to all other regions (ranging from 21% to 30%),
- Prairies residents (30%) compared to all other regions except Atlantic (ranging from 21% to 25%),
- Quebec residents (25%) compared to Ontario (21%), and
- Women (33%) compared to men (21%).

## 7. Heaviness of Vaping with Nicotine Index (HVNI)

*Most adult vapers fall into the low nicotine dependence range for vaping heaviness, while one in three youth are high nicotine dependence vapers.*

The Heaviness of Vaping with Nicotine Index (HVNI) measures a vaper's nicotine dependence. This metric is calculated based on the timing of each respondent's first vape of the day with nicotine (QB4), and the number of vapes per day with nicotine (QB5A); each vaper is assigned a score based on how early they vape and how often they vape in a day. Half of vapers can be categorized as low dependence (52%) based on this calculation, while one in four (26%) are moderately dependent and the remaining 22% qualify as highly dependent on nicotine. Adult vapers are more likely to be low dependence vapers (56%), while youth and young adults are more likely to be high dependence vapers (34% and 28%, respectively). Note that the formula for calculating HVNI can be found in the detailed methodology section of this report.

Note that this study did not calculate a comparable metric for smoking, so comparisons cannot be made.

### Heaviness of Vaping with Nicotine Index (HVNI)

<b>QB5. Heaviness of Vaping Nicotine Index (HVNI)</b>	<b>Total (n=4,666)</b>	<b>Youth (15-19) (n=830)</b>	<b>Young adult (20-24) (n=1,483)</b>	<b>Adult (25+) (n=2,353)</b>
Low dependence (score 0-2)	52%	47%	45%	56%
Moderate dependence (score 3-4)	26%	18%	27%	28%
High dependence (score 5-6)	22%	34%	28%	16%

*Base: Those who vape with nicotine*

Some sub-groups are more likely to be low nicotine dependence vapers:

- British Columbia (55%), Ontario (53%), and Quebec (53%) residents compared to Atlantic (44%), and
- Men (55%) compared to women (46%).

## 8. Number of vapes per day – without nicotine

*Regardless of age, most vapers who use liquids without nicotine vape these less than ten times a day.*

Most vapers who vape liquids without nicotine (66%) do so infrequently (1 to 10 times per day); just one in ten (9%) do so on a very frequent basis, i.e., 31 times per day or more. The frequency of vaping without nicotine is similar across age groups.

### Number of vapes per day – without nicotine

<b>QB5B. On days you use them, please estimate how many separate times per day you usually vape without nicotine?</b>	<b>Total (n=3,358)</b>	<b>Youth (15-19) (n=500)</b>	<b>Young adult (20-24) (n=1,034)</b>	<b>Adult (25+) (n=1,824)</b>
<i>Net: 1-10</i>	66%	67%	63%	67%
5 or less times per day	48%	53%	46%	47%
6 – 10 times per day	18%	14%	17%	20%
<i>Net: 11-20</i>	17%	15%	17%	18%
11 – 15 times per day	10%	10%	11%	10%
16 – 20 times per day	7%	5%	7%	7%
<i>Net: 21-30</i>	7%	6%	9%	7%
21 – 25 times per day	5%	4%	6%	4%
26 – 30 times per day	3%	2%	3%	3%
<i>Net: 31+</i>	9%	12%	12%	8%
31 or more times per day	2%	2%	2%	2%
I vape continuously throughout the day	8%	10%	10%	7%

*Base: Those who vape without nicotine (n=3,358)*

The following sub-groups are more likely to be infrequent vapers without nicotine (1 to 10 times per day):

- Atlantic (72%), British Columbia (70%), and Quebec (68%) residents, compared to Ontario (61%), and
- Women (69%) compared to men (65%).

## 9. Number of vapes per day – unsure of nicotine

*Most vapers who use liquids without knowing if they contain nicotine vape these less than ten times a day.*

Vaping when unsure of the nicotine content is very similar to vaping without nicotine, with most doing so infrequently, i.e., 10 times or fewer each day (61%). Youth vapers are most likely to say they vape 1 to 10 times per day without knowing if the liquid contains nicotine (68%).

### Number of vapes per day – unsure of nicotine

<b>QB5C. On days you use them, please estimate how many separate times per day you usually vape when you're not sure if it contains nicotine?</b>	<b>Total (n=3,183)</b>	<b>Youth (15-19) (n=486)</b>	<b>Young adult (20-24) (n=1,002)</b>	<b>Adult (25+) (n=1,695)</b>
<i>Net: 1-10</i>	61%	68%	60%	60%
5 or less times per day	46%	56%	45%	44%
6 – 10 times per day	15%	12%	15%	16%
<i>Net: 11-20</i>	18%	14%	17%	19%
11 – 15 times per day	10%	7%	9%	11%
16 – 20 times per day	7%	7%	8%	8%
<i>Net: 21-30</i>	8%	5%	9%	9%
21 – 25 times per day	5%	2%	6%	5%
26 – 30 times per day	3%	3%	3%	3%
<i>Net: 31+</i>	13%	14%	15%	12%
31 or more times per day	2%	2%	3%	2%
I vape continuously throughout the day	11%	11%	12%	10%

*Base: Those who vape and unsure about nicotine (n=3,183)*

Women (65%) are more likely than men (60%) to say they are infrequent vapers when unsure about nicotine content (1 to 10 times per day).

Residents of Ontario (56%) are less likely than all other regions (ranging from 62% to 66%) to say they are infrequent vapers when unsure about nicotine content (1 to 10 times per day).

**10. How long vaped at current rate**

*Across all age groups, over half of vapers have been vaping for less than two years.*

Most regular vapers say they have been vaping at their current rate for less than a year (21%) or between 1 and 2 years (39%). Young vapers are most likely to be new vapers of less than a year (25%) while longer term vaping of five years or more is most common among adults (13%).

**How long vaped at current rate**

<b>QB6. How long have you been vaping at least once a week?</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
Less than one year	21%	25%	20%	20%
1 year to < 2 years	39%	43%	47%	35%
2 years to < 5 years	30%	28%	27%	31%
5 years or more	10%	4%	6%	13%

*Base: All respondents*

The following sub-groups are most likely to be new regular vapers (i.e., less than one year):

- Quebec residents (24%) compared to British Columbia (18%), and
- Women (24%) compared to men (19%).



## 11. Preferred vaping flavours

*The most popular vape flavour is fruit, whether or not the vaping liquid contains nicotine. Fruit flavours are particularly appealing to youth and young adults.*

Fruit is the most-preferred vaping flavour for those vaping with nicotine (35%), without nicotine (28%), or when they are unsure of nicotine content (24%). Tobacco flavour is the second most preferred flavour for vaping with nicotine (15%), but ranks behind other flavours like mint and candy for vaping without nicotine or when unsure of nicotine content.

### Preferred vaping flavours

<b>QB7. What is your preferred flavour to vape...?</b>	<b>With nicotine (n=4,666)</b>	<b>Without nicotine (n=3,358)</b>	<b>Unsure of nicotine (n=3,183)</b>
Fruit	35%	28%	24%
Tobacco flavour	15%	9%	9%
Mint	12%	13%	11%
Candy	11%	13%	12%
Menthol	10%	9%	10%
Dessert	4%	6%	7%
Coffee/tea	4%	7%	5%
Flavourless	3%	5%	5%
Alcohol flavour	2%	4%	4%
Other	1%	2%	2%
Not sure	2%	6%	11%

Base: All respondents

For vaping with nicotine, fruit flavour is more popular among:

- Youth 15 to 19 (51%) and young adults 20 to 24 (43%) compared to adults (28%),
- Residents of British Columbia (40%), Quebec (38%), and Prairies (35%) compared to Ontario (30%), and
- Women (44%) compared to men (30%).

## 12. Age when first tried vaping

*Vapers report an average starting age of 29 years, but among youth and young adults, the average starting age is much younger.*

Vapers report a mean starting age for vaping of 29 years. Starting age is sharply correlated with current age, reflecting the relative recency of vaping products in the Canadian marketplace (i.e., older vapers did not have an opportunity to start vaping at a very young age).

### Age when first tried vaping

<b>QB8. How old were you when you vaped for the first time?</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
Under 15	9%	31%	8%	3%
Youth (15-19)	31%	69%	63%	10%
Young adult (20-24)	13%	-	29%	12%
Adult (25+)	47%	-	-	76%
<i>Mean</i>	29.35	15.33	17.91	36.90
<i>Median</i>	23	15	18	35

*Base: All respondents*

Women report a lower mean starting age for vaping (27 years) compared to men (31 years).

Mean starting age also varies by smoking status. Those who have never smoked on a regular basis report a mean age of 20 years, which is lower compared to those who currently smoke (30 years) and former smokers (39 years).

## C. Drivers to use and quality of life

### 1. Overall satisfaction with life

About half of vapers rate their satisfaction with life between 4 and 6 out of 10, with an average rating of 6.8.

Rating their satisfaction with life on a 0 to 10 scale, vapers overall report a mean satisfaction of 6.8 out of 10, with almost three-in-ten (28%) giving a rating between 4 and 6 out of 10. Youth are somewhat less satisfied compared to older groups, with a mean rating of 6.2 compared to 6.5 for young adults and 7.1 for adults.

#### Overall satisfaction with life

<b>QA3</b> <i>Using a scale of 0 to 10, where 0 means "Very dissatisfied" and 10 means "Very satisfied," how do you feel about your life as a whole right now?</i>	<b>Total</b> (n=4,815)	<b>Youth</b> (15-19) (n=852)	<b>Young adult</b> (20-24) (n=1,524)	<b>Adult</b> (25+) (n=2,439)
Satisfied (7-10)	63%	49%	54%	69%
Neutral (4-6)	28%	40%	35%	23%
Dissatisfied (0-4)	9%	12%	11%	8%
<i>Mean</i>	6.79	6.21	6.45	7.06
<i>Median</i>	7	6	7	7

Base: All respondents

Sub-groups reporting lower levels of satisfaction with life include:

- Prairie residents (6.5) compared to all other regions (ranging from 6.8 to 7.0), and
- Women (6.6) compared to men (6.9).

## 2. People in life who vape

Youth and young adults are more likely than adults to say that most or all of their friends vape.

Vapers were asked to indicate how many, if any, of four groups of people in their life also vape, and, if applicable, their spouse or partner is a vaper. Youth and young adults are more likely than adults to report that *most or all* of their friends vape, and the same holds true for classmates or co-workers. These age cohorts are also more like to have spouses or partners who also vape. Vaping within families, either parents or other family members, is similar across age groups.

### People in life who vape

<b>QC1 How many of the following people in your life vape?</b>	<b>Most or all</b>	<b>Some</b>	<b>None</b>	<b>Not applicable</b>	<b>Not sure</b>
Friends	26%	61%	9%	1%	3%
Classmates/co-workers	19%	48%	16%	10%	8%
Family members	9%	45%	38%	4%	4%
Parents/guardians	7%	15%	63%	10%	4%

<b>QC1B Do the following people in your life vape?</b>	<b>Yes</b>	<b>No</b>	<b>Not applicable</b>	<b>Not sure</b>
Spouse/partner	32%	46%	21%	1%
<i>With “Not applicable” and “Not sure removed”</i>	41%	59%	-	

Base: All respondents

### Most or all vape – by age group

<b>QC1 Most or all of the following people vape</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
Friends	26%	47%	36%	17%
Classmates / co-workers	19%	31%	23%	14%
Family members	9%	7%	10%	9%
Parents/guardians	7%	6%	9%	7%
<b>QC1B Spouse/partner vapes</b>	32%	31%	40%	30%
<i>With “Not applicable” and “Not sure removed”</i>	41%	48%	52%	36%

Base: All respondents

Looking at friends, the following groups are more likely to report that *most or all* of these people also vape:

- Residents of Prairies (28%) and Ontario (28%) compared to Quebec (22%), and
- Women (30%) compared to men (24%).

For colleagues or co-workers, the following groups are more likely to report that most or all of these people also vape:

- Ontario residents (22%) compared to British Columbia (16%) and Quebec (16%).
- Women (21%) compared to men (17%).

For family:

- Men are more likely (10%) than women (7%) to say that *most or all* of their family members (excluding parents) also vape.
- Men are also more likely (8%) than women (6%) to report that *most or all* of their parents / guardians also vape.

Vaping among partners / spouses is more common for:

- Prairies residents (36%) compared to Ontario (31%), Quebec (31%), and British Columbia (29%).
- Women (40%) compared to men (28%).

### 3. Agreement with statements about the experience of vaping

*Vapers most strongly agree that vaping calms them down and that they enjoy vaping with others; few vapers agree that vaping helps them control weight.*

Vapers were asked to consider six statements about vaping and rate their agreement with each one on a scale of 1 to 10. Almost half of vapers express strong agreement (i.e., 8 to 10) that vaping calms them down (48%) and that they enjoy vaping with other people who vape (45%), and 37% say they enjoy vaping with coffee or tea. One in four vapers express strong agreement that vaping is an important part of their life (28%), and that the harms of vaping are exaggerated (25%). One in five say vaping helps them control weight (19%).

#### Agreement with statements about the experience of vaping

<b>QC3</b> <i>The following statements are things that some people might say or think about vaping. For each one, indicate how much you agree with the statement, using a scale of 1 to 10 where 1 means you don't agree at all, and 10 means you strongly agree.</i>	<b>Agree (8-10)</b>	<b>Neutral (4-7)</b>	<b>Disagree (1-3)</b>
Vaping calms me down when I am stressed or upset.	48%	43%	9%
I enjoy vaping when I'm with other people who vape.	45%	44%	11%
I enjoy vaping when having coffee or tea.	37%	40%	23%
Vaping is an important part of my life.	28%	51%	22%
The medical evidence that vaping is harmful is exaggerated.	25%	55%	21%
Vaping helps me control my weight.	19%	44%	37%

Base: All respondents

Agreement with statements about vaping varies by age. Youth are more likely to agree that vaping calms them down (54%) and that they enjoy vaping with other vapers (55%), while agreement with the other four statements is significantly higher among adults.

**Agreement with statements about the experience of vaping, by age**

<b>QC3 Agree (score 8-10) with statements about the experience of vaping</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
Vaping calms me down when I am stressed or upset.	48%	54%	47%	47%
I enjoy vaping when I'm with other people who vape.	45%	55%	46%	42%
I enjoy vaping when having coffee or tea.	37%	23%	28%	44%
Vaping is an important part of my life.	28%	21%	21%	32%
The medical evidence that vaping is harmful is exaggerated.	25%	17%	18%	29%
Vaping helps me control my weight.	19%	14%	15%	22%

Base: All respondents

Certain sub-groups express higher or lower levels of strong agreement (i.e., 8 to 10) with the statements about vaping:

- Ontario residents (23%) are more likely to agree that vaping helps them control their weight, compared to all other regions (ranging from 16% to 20%).
- Ontario residents are more likely to agree with the following, compared to British Columbia, Prairies, and Quebec:
  - Vaping calms them (52% agree for Ontario, compared to others at 46% to 47%)
  - They enjoy vaping with others who vape (51%, compared to other regions at 42%)
  - The medical evidence that vaping is harmful is exaggerated (28%, compared to 22% to 24%).
- Ontario residents (40%) are more likely than Quebec (34%) to agree that they enjoy vaping with coffee or tea.
- Atlantic residents are more likely to agree that they enjoy vaping with coffee or tea (44%) compared to British Columbia (35%) and Quebec (34%).
- Residents of Ontario (31%), Quebec (29%), and Atlantic (29%) are more likely than Prairies (22%) to agree that vaping is an important part of their life.
- Women more often agree that vaping calms them down (51%) compared to men (46%).
- Men are more likely than women to agree that they enjoy vaping with coffee or tea (39% compared to 34%), vaping is important to their life (30% compared to 23%), that the medical evidence of harm is exaggerated (28% compared to 18%), and that vaping helps them control their weight (21% compared to 16%).

#### **4. Reasons for vaping – top ten reasons**

*About half of vapers say quitting smoking is a main reason for vaping. Quitting smoking, reducing cigarettes, and other smoking-related reasons are the most common reasons for vaping overall, but youth are the most likely to vape for other reasons.*

Quitting smoking is the most common reason for vaping, with nearly half of vapers (47%) rating this as a top three reason (and most of those rating it as their top overall reason). Reducing cigarettes (32%), avoiding a return to smoking (30%), and because it is less harmful than smoking (25%) round out the top four reasons vapers give. The most common reason not related to smoking is that it helps to relax or cope (24%).

#### **Reasons for vaping – top ten reasons**

<b>QC2 Consider the following reasons why people might vape and rank your top three main reasons for vaping.</b>	<b>Combined 1<sup>st</sup> to 3<sup>rd</sup></b>	<b>1<sup>st</sup> main reason</b>	<b>2<sup>nd</sup> main reason</b>	<b>3<sup>rd</sup> main reason</b>
To quit smoking	47%	37%	7%	3%
To reduce the number of cigarettes I smoke	32%	14%	16%	3%
Avoid returning to smoking	30%	6%	13%	11%
It's less harmful to my health than smoking	25%	4%	9%	11%
Helps me to relax/cope	24%	8%	8%	8%
I like the flavours and/or smell	21%	5%	7%	8%
Can vape discreetly/ without it being noticed	17%	4%	7%	6%
It's cheaper than smoking	15%	2%	4%	8%
I vape where smoking is restricted/not allowed	13%	3%	5%	5%
I vape in certain social settings where it is more socially acceptable than smoking	12%	3%	4%	5%

Base: All respondents

Reasons for vaping vary distinctly by age, with smoking-related reasons much more common among adults, in comparison with youth and young adults. The younger cohorts are much more likely than adults to cite vaping helps them to relax, or that they enjoy the flavours and smell.

**Reasons for vaping – combined top 1<sup>st</sup> to 3<sup>rd</sup> reasons**

<b>QC2 Consider the following reasons why people might vape and rank your top three main reasons for vaping.</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
To quit smoking	47%	27%	41%	54%
To reduce the number of cigarettes I smoke	32%	14%	22%	41%
Avoid returning to smoking	30%	15%	24%	36%
It's less harmful to my health than smoking	25%	21%	21%	27%
Helps me to relax/cope	24%	41%	32%	17%
I like the flavours and/or smell	21%	30%	26%	16%
Can vape discreetly/ without it being noticed	17%	15%	18%	17%
It's cheaper than smoking	15%	13%	12%	16%
I vape where smoking is restricted/not allowed	13%	6%	12%	16%
I vape in certain social settings where it is more socially acceptable than smoking	12%	11%	13%	12%

Base: All respondents



There are some other noteworthy differences between sub-groups:

- Atlantic Canadians (55%) are more likely than those in Ontario (45%) and Quebec (44%) to say they vape specifically to quit smoking.
- Atlantic Canadians are more likely than those in Quebec to say they vape to reduce cigarettes (38%, compared to 30%).
- Atlantic Canadians (35%) and those in the Prairies (33%) are more likely than those in Quebec (28%) and British Columbia (25%) to say they vape so they don't return to smoking.
- Atlantic Canadians (18%), those in the Prairies (16%) and in Quebec (16%) are more likely to say they vape because it's cheaper than smoking, compared to Ontario (12%).
- Quebec residents (24%) are more likely to say they vape because they like the flavours / smell, compared to Ontario (19%) and Atlantic (17%).
- Residents of the Prairies (18%), Quebec (18%) and Ontario (17%) are more likely to say they vape because they can do it without being noticed, compared to Atlantic (11%).
- Men are more likely than women to give smoking-related reasons for vaping, while women are more likely than men to mention relaxation and flavour.

## D. Smoking status and questions for dual users

### 1. Smoking status

*Most vapers, and especially adults, have smoked a cigarette.*

Most vapers say they have smoked a whole cigarette at some point; while majorities in all age groups have smoked, there is a noticeable age gradient, with smoking far more common among adults (92%) compared to young adults (75%) and youth (61%).

#### Smoking status

<b>QD1 Have you ever smoked a whole cigarette?</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
Yes	83%	61%	75%	92%
No	16%	38%	23%	7%
Don't know / prefer not to say	1%	1%	1%	1%

*Base: All respondents*

Men are more likely to say they have smoked (86%) compared to women (78%).

## 2. Smoking frequency

*Over half of vapers are dual users, that is, vapers who also smoke on a regular basis.*

Of those vapers who have smoked, most (69%) have smoked in the past 30 days and are considered current smokers. Three in ten (30%) are daily smokers, and another four in ten (39%) are occasional smokers in this time period, meaning they have smoked in the last 30 days but not daily. This includes some vapers who have smoked fewer than 100 cigarettes in their life (17%) indicating that they smoke very rarely, or took up smoking for the first time very recently.

Ultimately, about six in ten vapers are current smokers (58%) who smoke at least once a month. These smokers therefore qualify as dual users for the purposes of the study. Another one in five are former smokers (18%). Youth are less likely than young adults or adults to be dual users or former smokers.

### Frequency of smoking

<b>QD2 In the past 30 days, how often did you smoke cigarettes?</b>	<b>Total (n=3,882)</b>	<b>Youth (15-19) (n=521)</b>	<b>Young adult (20-24) (n=1,150)</b>	<b>Adult (25+) (n=2,211)</b>
Every day	30%	11%	17%	38%
<i>Net: Occasional smokers</i>	39%	52%	51%	34%
Less than daily, but at least once a week	20%	19%	22%	20%
Less than once a week, but at least once in the past month	19%	33%	29%	14%
Not at all	30%	36%	32%	28%
Don't know / prefer not to say	<1%	1%	<1%	<1%

Base: Those who have smoked a whole cigarette (n=3,882)

### Dual user status

<b>SMOKING STATUS</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
Current smoker	58%	38%	51%	66%
Dual user	58%	38%	51%	66%
Former smoker	18%	6%	12%	23%
None of these classifications apply	24%	56%	37%	11%

Base: All respondents

### 3. Self-description of dual users

*Half of dual users describe themselves as both a smoker and a vaper, rather than picking one or the other.*

Among dual users, close to half (47%) self-identify as both a smoker and a vaper, and one in three describe themselves primarily as a vaper (32%). Compared to adults (26%), youth (55%) and young adults (44%) are much more likely to identify as vapers.

#### Self-description of dual users

<b>QD4 Which of the following best describes you?</b>	<b>Total (n=2,755)</b>	<b>Youth (15-19) (n=330)</b>	<b>Young adult (20-24) (n=788)</b>	<b>Adult (25+) (n=1,637)</b>
I am a vaper	32%	55%	44%	26%
I am a smoker	17%	9%	13%	20%
I am both a smoker and a vaper	47%	32%	38%	52%
I am neither a smoker nor a vaper	2%	3%	4%	1%
Not sure	1%	1%	1%	1%

Base: Dual users

There are some sub-group differences in self-identification:

- Ontario residents are more likely to identify as vapers (35%) compared to Atlantic Canadians (26%).
- Quebec residents are more likely to identify as smokers (20%) compared to Ontario residents (16%).
- Residents of Atlantic Canada (53%), British Columbia (51%), and Prairies (51%) are most likely to identify as both smokers and vapers compared to Quebec residents (43%).
- Men (19%) are more likely than women (14%) to identify as smokers.

### 4. Reasons why vapers may also smoke

*Vapers who also smoke mainly cite reasons that point to difficulty quitting – habit, trying to reduce gradually, cravings, turning to cigarettes when stressed, and so on.*

The top reasons dual users give for smoking (in addition to vaping) include habit (30%), trying to quit smoking gradually (29%), cravings (28%), stress and anxiety (28%), and simply enjoying smoking (27%). There is some distinction by age, with older smokers more likely to mention habit (32%), enjoying smoking (30%), and addiction (27%), while the top reason for youth is social (35%). Vapers are less often driven to smoke by a stated preference for smoking because of the feeling (17%) or taste (15%).

#### Reasons why vapers may also smoke

<b>QD5 Which of the following best describes the main reason you smoke in addition to vaping?</b>	<b>Total (n=2,755)</b>	<b>Youth (15-19) (n=330)</b>	<b>Young adult (20-24) (n=788)</b>	<b>Adult (25+) (n=1,637)</b>
Habit	30%	25%	24%	32%
Trying to quit smoking gradually	29%	21%	23%	31%
Craving nicotine/tobacco	28%	23%	26%	29%
Smoke when I am stressed/anxious	28%	29%	30%	28%
Still enjoy smoking	27%	19%	20%	30%
Addiction/can't give it up/hard to quit	25%	17%	24%	27%
Smoke with other smokers/social thing	23%	35%	23%	22%
Like the feeling after smoking/vaping does not give the same feeling	17%	20%	17%	17%
Like the taste of cigarettes better	15%	10%	8%	17%
Use with cannabis/alcohol	<1%	1%	<1%	<1%
When I run out of vape products	<1%	2%	<1%	<1%
Other	1%	2%	1%	1%
Not sure	1%	1%	2%	1%

Base: Dual users (2,755)

Other sub-group differences include:

- Residents of the Prairies are more likely to say addiction (30%), compared to Quebec residents (22%).
- Ontario residents are more likely to mention nicotine cravings (30%) compared to Quebec residents (24%).
- Those living in British Columbia (29%), the Prairies (30%), and Ontario (32%) are more likely to say they still enjoy smoking, compared to Quebec (20%).
- British Columbia residents (29%) are more likely than those in Ontario (22%) and Quebec (22%) to mention social smoking.
- British Columbia (33%) and Prairie residents (31%) are more likely to say stress and anxiety, compared to Quebec (24%).
- Men (28%) are more likely than women (24%) to say they still enjoy smoking.

## 5. Frequency of smoking per day

*Dual users report smoking an average of eight cigarettes a day, with adults smoking more than nine compared to just five for youth and young adults.*

Dual users smoke an average of nearly eight cigarettes a day overall (8.0), but this varies noticeably by age; adults aged 25+ smoke nearly twice as many a day (9.2 per day) as youth (4.7 per day).

### Frequency of smoking per day

<b>QD6</b> <i>On average, how many cigarettes do you smoke per day? / On the days that you smoke, about how many cigarettes do you smoke?</i>	<b>Total</b> (n=2,755)	<b>Youth</b> (15-19) (n=330)	<b>Young adult</b> (20-24) (n=788)	<b>Adult</b> (25+) (n=1,637)
<i>NET: 1-10</i>	76%	91%	89%	70%
1	15%	30%	28%	9%
2-5	41%	51%	49%	37%
6-10	21%	9%	13%	24%
11-20	17%	6%	7%	21%
21-30	5%	2%	2%	7%
31+	1%	1%	1%	2%
<i>Mean</i>	7.97	4.73	4.94	9.24
<i>Median</i>	5	2	3	6

Base: Dual users (n=2,755)

Sub-groups with higher smoking frequency include:

- Quebec residents (9.2) compared to Prairies (7.0) and Ontario (7.3), and
- Men (8.5) compared to women (6.8).

## 6. Frequency of vaping per day, in lieu of smoking

*Dual users report that they vape about 8 times per day in lieu of smoking; this is more common among youth.*

On average, dual users say they vape about eight times a day (7.5) in circumstances where they cannot smoke a cigarette; youth are most likely to do so (10.2 times per day), perhaps because their opportunities for smoking are more limited than adult dual users (6.9) and young adults (8.5).

### Frequency of vaping per day, in lieu of smoking

<b>QD7</b> <i>In a typical day, how many times do you vape because you cannot smoke a cigarette (e.g, in places where smoking is not permitted or accepted)?</i>	<b>Total</b> (n=2,755)	<b>Youth</b> (15-19) (n=330)	<b>Young adult</b> (20-24) (n=788)	<b>Adult</b> (25+) (n=1,637)
Zero	5%	7%	8%	4%
1	7%	7%	7%	8%
<i>Net: Twice a day or more</i>	69%	62%	67%	71%
2	12%	8%	12%	13%
3-5	28%	22%	24%	30%
6-19	19%	19%	17%	20%
20+	9%	13%	13%	7%
Not sure	18%	24%	19%	17%
<i>Mean (including 0)</i>	7.54	10.19	8.52	6.91

Base: Dual users

Other sub-groups who vape more often in lieu of cigarettes include:

- Prairie (8.6) and Quebec residents (8.0) compared to Ontario (6.6).

## 7. Attempts to quit smoking

*Most dual users have tried to quit smoking, with an average of nine quit attempts so far.*

About one in five dual users (21%) say they have never tried to quit smoking; two thirds (68%) have tried to quit at least twice. Those who have tried to quit report an average of nearly nine quit attempts (8.7). Adults (72%) are far more likely to report two or more quit attempts compared to younger cohorts. While the age groups show directionally different mean quit attempts, these differences are not statistically significant; there is a wide range in the number of quit attempts in all age groups.

### Attempts to quit smoking

<b>QD8 How many times have you tried to quit smoking?</b>	<b>Total (n=2,755)</b>	<b>Youth (15-19) (n=330)</b>	<b>Young adult (20-24) (n=788)</b>	<b>Adult (25+) (n=1,637)</b>
Never	21%	35%	22%	19%
Once	11%	16%	16%	9%
<i>Net: Two times or more</i>	68%	49%	62%	72%
2	18%	14%	21%	18%
3-5	32%	24%	28%	35%
6-19	12%	8%	10%	14%
20+	5%	4%	3%	6%
<i>Mean</i>	8.67	13.11	6.23	8.67

Base: Dual users

There were no statistically significant differences in quit attempts between regions or genders.

## 8. Longest smoking quit attempt

*Few current dual users have succeeded in quitting for long periods of time, with most reporting that their longest quit attempt lasted a matter of days or weeks at most.*

While most dual users have attempted to quit smoking, most report their longest period of time without smoking was only a matter of days (33%) or weeks (19%). Shorter quit attempts of days, weeks, or months are similarly common for all age groups; longer quit attempts of a year or more are far more common among adults (21%).

### Longest smoking quit attempt

<b>QD9 What was the longest time you have gone without smoking?</b>	<b>Total (n=2,182)</b>	<b>Youth (15-19) (n=224)</b>	<b>Young adult (20-24) (n=632)</b>	<b>Adult (25+) (n=1,326)</b>
Days (less than a week)	33%	33%	33%	33%
Weeks (less than a month)	19%	23%	23%	17%
Months (less than a year)	29%	34%	31%	27%
1-10 years	19%	9%	13%	21%
11-20 years	1%	2%	<1%	1%
21-30 years	<1%	-	-	<1%

Base: Current smokers

Ontario residents (40%) are more likely than those in all other regions (ranging from 27% to 33%) to report a longest quit attempt of days (i.e., less than a week).

## 9. Time without smoking

*Among former smokers, three in four quit smoking between one and ten years ago.*

A majority of vapers who are also former smokers, regardless of age, say they quit between one and ten years ago (76%). Breaking this down further, roughly equal proportions say they quit between one and three years ago (37%) or between four and ten years ago (39%). There is a stark difference between age groups, with majorities of both youth and young adults saying one to three years (71% and 58% respective), while adults are more likely to say four to ten years (46%).



## Time since quitting

<b>QD10 How long ago did you quit smoking?</b>	<b>Total (n=713)</b>	<b>Youth (15-19) (n=51*)</b>	<b>Young adult (20-24) (n=172)</b>	<b>Adult (25+) (n=490)</b>
Days (less than a week)	1%	1%	2%	1%
Weeks (less than a month)	1%	1%	1%	1%
Months (less than a year)	11%	22%	22%	8%
NET: 1-10 years	76%	75%	75%	76%
1-3 years	37%	71%	58%	31%
4-10 years	39%	4%	17%	46%
11-20 years	7%	-	-	9%
21-30 years	4%	-	-	5%
31+ years	1%	-	-	1%

Base: Former smokers

\*Note: Small subgroup size (under n=100)

Former smokers in some sub-groups differ in their duration since quitting:

- Residents of Ontario (81%), Quebec (80%) and Atlantic Canada (81%) are more likely to say they quit 1 to 10 years ago, compared to Prairies (65%).
- Those in the Prairies (13%) are more likely to reporting quitting 11 to 20 years ago, compared to Quebec (4%) and Atlantic (3%).
- Atlantic Canadians (10%) are more likely to say they quit 21 to 30 years ago, compared to Ontario (1%) and British Columbia (3%).
- Men (5%) are more likely than women (1%) to say they quit between 21 and 30 years ago.

## 10. Usefulness of vaping for reducing or quitting smoking

*Among current and former smokers, about half say that vaping is useful for reducing or quitting smoking, with former smokers finding it most useful.*

Using a 1 to 10 scale to rate the usefulness of vaping for reducing or quitting smoking, half of current and former smokers give it a rating between 8 and 10 (52%); the average rating is 7.2 out of 10. Compared to younger age groups, adults rate it slightly higher on average (7.3).

### Usefulness of vaping for quitting smoking

<b>QD11 How useful has vaping been in helping you reduce or quit smoking? Use a scale of 1 to 10, where 1 means not useful at all, and 10 means extremely useful.</b>	<b>Total (n=2,895)</b>	<b>Youth (15-19) (n=275)</b>	<b>Young adult (20-24) (n=804)</b>	<b>Adult (25+) (n=1,816)</b>
<i>Net: Useful</i>	52%	45%	49%	53%
10 – Very useful	24%	18%	23%	25%
9	10%	7%	8%	11%
8	17%	19%	17%	17%
<i>Net: Neutral</i>	40%	45%	44%	38%
7	17%	18%	17%	17%
6	11%	15%	12%	10%
5	9%	8%	10%	8%
4	4%	4%	5%	3%
<i>Net: Not useful</i>	9%	10%	7%	9%
3	2%	3%	2%	2%
2	2%	2%	1%	2%
1 – Not useful at all	4%	5%	3%	5%
<i>Mean</i>	7.26	6.93	7.22	7.30
<i>Median</i>	8	7	7	8

Base: Current and former smokers

There are no significant regional or gender sub-group differences in perceptions of usefulness.

## 11. Sources of information on using vaping to quit or reduce smoking

*Friends and family are the most common source of information for current and former smokers using vaping to quit smoking.*

Current and former smokers most often talk to friends or family to get information on how to quit or reduce smoking (48%); this holds true across age groups. Compared to other age cohorts, young adults are more likely to talk to vape shop staff (33%), and adults are more likely to discuss with a healthcare professional (26%).

### Sources of information on using vaping to quit or reduce smoking

<b>QD11B With whom did you talk about using vaping to help you reduce or quit smoking?</b>	<b>Total (n=2,895)</b>	<b>Youth (15-19) (n=275)</b>	<b>Young adult (20-24) (n=804)</b>	<b>Adult (25+) (n=1,816)</b>
Friends and/or family	48%	53%	46%	48%
Vape shop staff	30%	24%	33%	30%
Healthcare professional (e.g., doctor, nurse, dentist)	25%	20%	24%	26%
Other	1%	0%	1%	1%
No one	22%	23%	18%	23%

*Base: Current and former smokers*

Other differences between sub-groups include:

- Quebec residents are less likely to discuss with friends or family (41%) compared to all other regions (ranging from 50% to 55%). Quebec residents are also less likely to speak to vape shop staff (25%) compared to Ontario (34%).
- Ontario residents are more likely to discuss with health care professionals (30%) compared to British Columbia (17%), Prairies (23%), and Atlantic (21%). Quebec residents are also more likely to discuss with health care professionals (28%), compared to British Columbia (17%).
- Women are more likely to discuss with friends or family (53%) compared to men (46%).
- Men are more likely to discuss with vape shop staff (31%, compared to 27% for women) or health care professionals (28%, compared to 20%).

## 12. Other smoking cessation methods used

*Nicotine gum and going cold turkey are the other smoking cessation methods used most often by vapers who are current or former smokers.*

Among vapers who are also current or former smokers, nicotine gum (44%) is the most common among the other cessation methods used to quit or reduce smoking. Adults are more likely to report trying most methods in the list, compared to younger cohorts.

### Sources of information on using vaping to quit or reduce smoking

<b>QD12 What other methods have you used to help you quit or reduce smoking?</b>	<b>Total (n=2,895)</b>	<b>Youth (15-19) (n=275)</b>	<b>Young adult (20-24) (n=804)</b>	<b>Adult (25+) (n=1,816)</b>
Nicotine gum	44%	38%	37%	46%
Cold turkey	33%	33%	29%	34%
Nicotine patch	32%	22%	21%	36%
Reducing the number of cigarettes	27%	25%	22%	28%
Nicotine inhaler	16%	11%	14%	17%
Prescription medication like Zyban, Wellbutrin or Champix	14%	4%	5%	17%
Nicotine lozenge	13%	7%	9%	15%
Nicotine mouth spray	10%	10%	8%	11%
Nicotine nasal spray	8%	6%	7%	8%
Other	1%	1%	1%	1%
None of these	10%	15%	12%	10%

*Base: Current and former smokers*

Sub-group differences in smoking cessation methods include:

- Quebec residents are less likely than other regions to use most methods in the list, including:
  - Nicotine gum (37%), compared to British Columbia (44%), Prairies (45%), and Ontario (49%),
  - Going cold turkey (20%), compared to all other regions (ranging from 32% to 47%), and
  - Reducing the number of cigarettes they smoke (20%), compared to British Columbia (28%), Prairies (30%), and Ontario (30%).
- Women are more likely to go cold turkey (38%, compared to 31% for men) and reduce cigarettes (29%, compared to 25%).

## E. Vaping transitions, cessation and relapse

### 1. Attempting to quit or reduce vaping

*Most vapers say they have tried or are currently trying to quit vaping, and even more have tried or are trying to reduce vaping.*

Among current vapers, over half (54%) have either previously tried (31%) or are currently trying (23%) to stop vaping. Even more vapers (66%) have tried (28%) or are trying (38%) to reduce their vaping.

#### Have attempted to quit or reducing smoking

QE1 Are you currently trying, or have you previously tried...?	Net: have ever tried	Currently trying	Previously tried	Never tried
To stop vaping	54%	23%	31%	46%
To reduce your frequency of vaping	66%	38%	28%	34%

Base: All respondents

Both attempting to quit and reducing vaping are more common in younger cohorts, compared to adults; adults are more likely to have never tried stopping or reducing vaping. This likely relates to other differences in vaping behaviour between age groups; for older vapers, vaping is more commonly a way to reduce or quit smoking, but among younger vapers it is more often a habit unto itself.

#### Have attempted to quit or reducing smoking, by age

QE1 NET: Previously tried / currently trying	Total (n=4,815)	Youth (15-19) (n=852)	Young adult (20-24) (n=1,524)	Adult (25+) (n=2,439)
To stop vaping	54%	60%	62%	50%
To reduce your frequency of vaping	66%	72%	77%	61%

Base: Total sample

Looking at sub-groups, there are some who are more or less likely to stop vaping or reduce their frequency of vaping:

- Atlantic residents are less likely to have ever tried to stop vaping (46%) compared to Prairies (54%), Ontario (55%), and Quebec (57%).
- Atlantic residents are also less likely reduce vaping (55%), compared to all other regions (ranging from 63% to 70%).
- Quebec residents are more likely to try reducing vaping (70%) compared to British Columbia (63%), Ontario (66%), and Atlantic (55%).
- Former smokers are less likely to have ever tried to stop vaping (38%) compared to those who currently smoke (58%), and those who have never smoked regularly (60%).
- Former smokers are also less likely to try reducing vaping (60%) compared to those who currently smoke (67%), and those who have never smoked regularly (72%).

## 2. Number of quit attempts

*Vapers who have tried to quit vaping report an average of 4 quit attempts so far; this is similar across age groups.*

Those who have tried to quit vaping report an average of four quit attempts (4.1); differences between age groups are not statistically significant.

### Number of quit attempts

QE2 How many times have you tried to quit vaping?	Total (n=2,785)	Youth (15-19) (n=530)	Young adult (20-24) (n=967)	Adult (25+) (n=1,288)
1-10	97%	98%	95%	97%
11-20	2%	1%	3%	1%
21-30	<1%	<1%	1%	<1%
31+	1%	1%	1%	1%
Mean	4.08	3.29	4.12	4.33

Base: Have tried to quit vaping

Note: there is a high degree of variability in all subgroups, but no statistically significant differences between regions or genders.

## 3. Have quit vaping for more than a week

*Two out of three vapers who have tried to quit vaping say they have gone at least a week without vaping.*

Of those who have attempted to quit, two in three (65%) have managed to stop vaping for at least a week. Youth (72%) and young adults (70%) are more likely to stop for more than a week, compared to adults (61%).

### Have quit vaping for more than a week

QE3 Since you began vaping regularly (i.e., at least once a week), have you ever stopped vaping for more than a week?	Total (n=2,785)	Youth (15-19) (n=530)	Young adult (20-24) (n=967)	Adult (25+) (n=1,288)
Yes	65%	72%	70%	61%
No	35%	28%	30%	39%

Base: Have tried to quit vaping

Ontario residents are more likely to stop for at least a week (67%), compared to Atlantic (58%).

#### 4. Longest vaping quit attempt

*Most vapers say the longest they've gone without vaping is less than a week.*

Among all vapers, about half say the longest time they have gone without vaping is less than a week (52%); adults in particular are most likely to say this is the longest they have gone without vaping (57%). Very few vapers of any age report longer periods of time without vaping; this is in part a reflection of the relative recency of vaping products in Canada.

##### Longest time without vaping

QE4 What was the longest time you have gone without vaping?	Total (n=4,815)	Youth (15-19) (n=852)	Young adult (20-24) (n=1,524)	Adult (25+) (n=2,439)
Days (less than a week)	52%	40%	43%	57%
Weeks (less than a month)	24%	28%	25%	23%
Months (less than a year)	17%	26%	23%	13%
1-10 years	6%	5%	9%	6%
11-20 years	1%	2%	1%	<1%
21-30 years	<1%	-	<1%	<1%
31+ years	<1%	-	-	1%

*Base: All respondents*

Ontario residents are more likely to say their longest time without vaping was less than a week (55%) compared to British Columbia (47%) and Prairies (49%).

Residents of the Prairies are more likely to say their longest time without vaping was more than a week, but less than a month (27%) compared to Ontario (22%).

### 5. Importance of quitting vaping

About one in four vapers say that quitting vaping is an important goal in their life.

Just over one in four vapers (28%) rate quitting as an important goal in their life (i.e., 8 to 10 on a 10 point scale); among age cohorts, quitting is most important to adults (30%) while more youth rank it as not important (28%) and more young adults are neutral (53%). The average importance rating out of 10 is 5.7; half of vapers (49%) give a rating between 4 and 7.

#### Importance of quitting vaping

<b>QE5 How important is stopping vaping to you? Use a scale of 1 to 10, where 1 means stopping smoking is not important at all, and 10 means it is the most important goal of your life?</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
<i>Net: Important</i>	28%	24%	25%	30%
10 – Most important goal of my life	7%	7%	8%	6%
9	6%	4%	4%	7%
8	15%	14%	13%	16%
<i>Net: Neutral</i>	49%	48%	53%	49%
7	16%	13%	17%	16%
6	13%	10%	14%	13%
5	14%	17%	15%	13%
4	7%	8%	8%	7%
<i>Net: Not important</i>	23%	28%	22%	22%
3	7%	10%	7%	6%
2	5%	6%	4%	4%
1 – Not important at all	11%	12%	10%	11%
<i>Mean</i>	5.67	5.34	5.66	5.77
<i>Median</i>	6	5	6	6

Base: All respondents

Other sub-groups more likely to rate quitting vaping as an important goal:

- Ontario (31%) residents, compared to British Columbia (26%) and Prairies (23%),
- Quebec residents (29%), compared to Prairies (23%), and
- Men (30%), compared to women (24%).



## 6. Confidence in quitting vaping for good

*Less than half of vapers are confident that they will one day quit vaping for good.*

Though vapers do not rate quitting as a particularly important goal, more of them are confident that they will eventually quit vaping for good, with 42% rating their confidence from 8 to 10 on a 10 point scale; the average rating is 6.7 out of 10. Across age groups, confidence in quitting is roughly the same.

### Confidence in quitting vaping for good

QE6 How confident are you that you will quit vaping for good? / How confident are you that you will eventually quit vaping for good?	Total (n=4,815)	Youth (15-19) (n=852)	Young adult (20-24) (n=1,524)	Adult (25+) (n=2,439)
<i>Net: Confident</i>	42%	45%	43%	41%
10 – Extremely confident	17%	22%	21%	15%
9	8%	6%	7%	9%
8	17%	16%	15%	18%
<i>Net: Neutral</i>	46%	43%	46%	47%
7	16%	13%	14%	17%
6	11%	10%	11%	12%
5	13%	15%	13%	13%
4	5%	6%	8%	5%
<i>Net: Not confident</i>	12%	12%	11%	12%
3	4%	4%	5%	4%
2	3%	2%	3%	3%
1 – Not at all confident	5%	6%	4%	5%
<i>Mean</i>	6.69	6.78	6.75	6.65
<i>Median</i>	7	7	7	7

Base: All respondents

Men are more likely to say they are confident they will eventually quit (43%) compared to women (40%).

## 7. Motivations for quitting vaping

*Vapers are most likely to see health related reasons as motivations for quitting vaping.*

Vapers considered six statements about their motivations for quitting vaping, and rated each on a scale of 1 to 10 where 1 means “not true at all” and 10 means “very true.”

The statement rated as most true for vapers was the belief that quitting is the best thing for their health; more than half (54%) rated this as true (i.e., 8 to 10). Close behind, wanting to take responsibility for their health was rated as true by 52%. Other statements are given an 8 to 10 rating by less than half of vapers. Youth were more

likely to indicate that they would quit vaping to take responsibility for their own health (59%) while adults were more likely to not really think about stopping vaping (31%).

**Motivations for quitting vaping**

<b>QE7</b> <i>Different people have their own reasons for trying to stop vaping. Even if you're not planning to stop vaping right now, it may be something you think about or hear about from time to time. Consider the following statements about why people might try to stop vaping, and indicate how true or not true each one is for you, on a scale of 1 to 10, where 1 means "not true at all" and 10 means "very true."?</i>	<b>NET True (8-10)</b>	<b>NET Neutral (4-7)</b>	<b>NET Not true (1-3)</b>
Because I personally believe it is the best thing for my health.	54%	37%	9%
Because I feel that I want to take responsibility for my own health.	52%	40%	8%
Because I have carefully thought about it and believe it is very important for many aspects of my life.	44%	45%	11%
I really don't think about stopping vaping.	28%	41%	31%
Because I would feel guilty or ashamed of myself if I vaped.	22%	41%	37%
Because I feel pressure from others to not vape.	22%	41%	38%

Base: All respondents

**Motivations for quitting vaping**

<b>QE7</b> <i>Different people have their own reasons for trying to stop vaping. Even if you're not planning to stop vaping right now, it may be something you think about or hear about from time to time. Consider the following statements about why people might try to stop vaping, and indicate how true or not true each one is for you, on a scale of 1 to 10, where 1 means "not true at all" and 10 means "very true."? NET True</i>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
Because I personally believe it is the best thing for my health.	54%	56%	54%	53%
Because I feel that I want to take responsibility for my own health.	52%	59%	52%	50%
Because I have carefully thought about it and believe it is very important for many aspects of my life.	44%	42%	43%	45%
I really don't think about stopping vaping.	28%	23%	21%	31%
Because I would feel guilty or ashamed of myself if I vaped.	22%	20%	22%	23%
Because I feel pressure from others to not vape.	22%	17%	20%	23%
None of the above	22%	18%	22%	23%

Base: Have tried to quit or reduce vaping

Perceptions of the statements about quitting vaping differs among some sub-groups:

- Ontario residents are more likely to indicate that they don't think about stopping (32%), that guilt or shame would be a reason to stop (27%), and that they feel pressure from others (26%).
- Women are more likely to find it true that they would stop because it's best for their health (57%) or because they would want to take responsibility for their health (56%).
- Men are more likely to state that they don't think about stopping (30%), that guilt or shame would be a reason to stop (24%), and that they feel pressure from others (23%).

## F. Access and affordability

### 1. Vaping device sources

*Vape shops are the most common source for vaping devices among all age groups.*

When it comes to vaping devices, a majority of vapers buy them in-person at a vape shop (70%), and some buy them in-person at other types of shops, like gas stations or convenience stores (22%). One in four buy their devices online (25%).

Young adults are most likely to buy devices from vape shops (76%) or other retailers (25%). Youth are least likely to buy devices at vape shops (62%) or online (20%); youth are far more likely than other age cohorts to avert age restrictions and have someone else buy devices for them (32%) or borrow them from someone (25%).

#### Vaping device sources

<b>QF1A From where do you usually get your vaping devices and liquids? DEVICES</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
I buy it myself at a vape shop (in person, not online)	70%	62%	76%	70%
I buy it myself online	25%	20%	25%	27%
I buy it myself at a gas station, pharmacy or convenience/grocery store	22%	21%	25%	21%
I gave a friend/family member some money to buy it for me	17%	32%	17%	12%
A friend/family member gives/lends it to me	14%	25%	19%	10%
Other	<1%	<1%	<1%	<1%
Not sure	3%	2%	4%	2%

*Base: All respondents*

Buying devices from vape shops is generally similar across subgroups, it is more common among Prairie residents (74%) than those in Ontario (68%) and Quebec (68%).

Purchasing online is more common among:

- Ontario (29%), Quebec (25%), and Atlantic residents (30%) compared to the Prairies (19%), and
- Men (27%) compared to women (23%).

Buying at other retailers like gas stations and convenience stores is more common among:

- Prairies (22%), Ontario (25%), and Quebec residents (23%) compared to British Columbia (16%) and Atlantic (15%), and
- Women (24%) compared to men (21%).

## 2. Vaping liquid sources

*Vape shops are also the most common source for vaping liquids, but to a lesser extent than devices.*

Like devices, vape shops are the top source for vaping liquids (55%), followed by other types of retailers (26%) and online (25%).

As with devices, young adults are most likely to buy their liquids from vape shops (58%) or other retailers (31%). Youth are less likely to buy liquids at vape shops (52%), other retailers (23%), or online (18%) and more likely to have someone else buy liquids for them (31%) or receive them from someone else like a friend or family member (22%).

### Vaping liquid sources

<b>QF1B From where do you usually get your vaping devices and liquids? LIQUIDS</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
I buy it myself at a vape shop (in person, not online)	55%	52%	58%	55%
I buy it myself at a gas station, pharmacy or convenience/grocery store	26%	23%	31%	25%
I buy it myself online	25%	18%	25%	27%
I gave a friend/family member some money to buy it for me	16%	31%	18%	12%
A friend/family member gives/lends it to me	14%	22%	20%	10%
Other	1%	1%	1%	1%
Not sure	5%	6%	6%	4%

Base: All respondents

Buying liquids at vape shops varies among some sub-groups:

- British Columbia (59%) and Prairies residents (59%) buy at vape shops more often, compared to Ontario (50%).
- Women (57%) buy at vape shops more than men (54%).

Other retailers are used more often by:

- Residents in the Prairies (27%), Ontario (29%), and Quebec (28%) compared to British Columbia (17%) and Atlantic (17%).

Groups more likely to purchase online include:

- Ontario (30%) compared to British Columbia (24%), Prairies (20%), and Quebec (22%),
- Atlantic residents (29%) compared to Prairies (20%) and Quebec (22%), and
- Men (26%) compared to women (22%).

### 3. *Unable to access vape flavours or devices*

*Most youth and young adults have encountered situations in the past six months where the vape device or flavour they wanted was not available.*

About four in ten vapers (43%) say that in the past six months, they've encountered a situation where the vape flavour or device they wanted was not available. This occurrence is more common among youth (55%) and young adults (57%).

#### Unable to access vape flavours or devices

<b>QF2</b> <i>In the last 6 months, was there ever a time you could not get a vape flavour or device you wanted?</i>	<b>Total</b> (n=4,815)	<b>Youth</b> (15-19) (n=852)	<b>Young adult</b> (20-24) (n=1,524)	<b>Adult</b> (25+) (n=2,439)
Yes	43%	55%	57%	35%
No	57%	45%	43%	65%

*Base: All respondents*

Groups more likely to report not being able to get a vape flavour or device they wanted include:

- Ontario (46%) compared to Quebec (39%), and
- Women (46%) compared to men (41%).

#### 4. Reason for not being able to access vaping devices or flavours

*Most often, those who encountered difficulty getting products they want in the past six months say it is because their favourite flavour was no longer available.*

Among vapers who could not get the products they wanted in the past six months, the most common reason was a flavour becoming unavailable (51%), followed by temporary store closures (29%), and expense (22%). Youth are more impacted by flavour availability (57%) and less affected by temporary store closures (23%) compared to older age cohorts.

##### Reason for not being able to access vaping devices or flavours

<b>QF3</b> What was the reason you couldn't get the vape flavour or device you wanted?	<b>Total (n=2,392)</b>	<b>Youth (15-19) (n=491)</b>	<b>Young adult (20-24) (n=905)</b>	<b>Adult (25+) (n=996)</b>
My favourite flavour was no longer available	51%	57%	51%	49%
Store closed temporarily (e.g., COVID-19-related lockdown)	29%	23%	30%	32%
Too expensive/couldn't afford it	22%	20%	22%	22%
My favourite device was no longer available	15%	12%	12%	18%
Store closed permanently	14%	7%	16%	17%
Out of stock (non-specific)	2%	3%	2%	2%
Government control/ban	1%	1%	1%	1%
My age (I was too young)	1%	1%	-	1%
Other	1%	1%	1%	0%
Not sure	2%	4%	2%	2%

Base: Those who could not get a flavour or device they wanted in past 6 months (n=2,392)

Flavour availability had varying impacts on some other sub-groups:

- Quebec residents (42%) are less impacted by flavour availability compared to all other regions (51% to 60%).
- Women (56%) mention flavour availability more often than men (48%).

Temporary store closures are mentioned more often by some sub-groups including:

- Quebec residents (41%), compared to all other regions (ranging from 21% to 31%),
- Ontario (31%) compared to British Columbia (21%), Prairies (23%), and Atlantic (21%), and
- Men (32%) compared to women (24%).

It is worth noting that pandemic-related store closures and limitations on products available for purchase were more stringent in Quebec and Ontario due to COVID-related restrictions.

## 5. Packaging elements

*Vapers most often notice the brand name or logo on vaping packages; colour and shape of the package are also noteworthy.*

Thinking about packaging elements on vaping products, vapers say that company branding (i.e., name and logo) is what most catches their attention (38%), followed by colour (31%) and the form or shape of packaging (27%). Adults are less likely to mention company branding (36%), colours (24%), or packaging form (26%) compared to younger cohorts.

### Packaging elements

<b>QF4 Excluding flavours, what elements on the packaging for vaping products catch your attention?</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
The brand/company name and/or brand/company logo	38%	42%	40%	36%
Colours	31%	44%	39%	24%
The form and shape of the packaging/container	27%	28%	30%	26%
Brand or company slogan or motto	21%	18%	19%	22%
Images and graphic arrangement	15%	19%	15%	14%
Flavour(s)	1%	1%	1%	0%
Amount of nicotine	<1%	<1%	<1%	<1%
Price	<1%	<1%	<1%	<1%
Other	<1%	<1%	1%	<1%
None of the above	22%	17%	13%	26%

Base: All respondents



Some sub-groups are more or less likely to say that company brand name or logo catches their attention:

- Brand name and logo is less attention-grabbing for Quebec residents (32%) compared to all other regions (ranging from 38% to 42%).
- Men are more likely to say brand name and logo gets their attention (41%) compared to women (33%).

Groups more likely to mention that they notice the colours include:

- Prairies (34%) and Ontario (32%) residents compared to Quebec (27%) and Atlantic (26%),
- Women (37%) compared to men (27%).

## 6. Type of device

*Pen style devices are most popular among vapers overall; for youth, pen style and pod style are similar in popularity.*

Pen-style devices are most popular among vapers, used by nearly half (46%). About three in ten use tank or mod devices (29%) or pod devices (28%). While pen style devices are the most popular choice among all age groups, tank or mod style devices are more popular among adults (32%) and pod devices are notably less popular among this oldest cohort (22%).

### Type of device

<b>QF4B What type of vaping device do you currently use?</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
Pen	46%	43%	45%	47%
Tank or mod	29%	25%	26%	32%
Pod	28%	43%	36%	22%
Cig-a-like	17%	11%	16%	18%
Disposable	1%	3%	1%	0%
Stlth	<1%	1%	<1%	<1%
Other	1%	<1%	1%	1%
None	0%	-	<1%	<1%
DK/NA	0%	-	<1%	<1%

Base: All respondents

Pen style devices differ in popularity among some sub-groups:

- Pen style is more popular in Ontario (52%) compared to all other regions (ranging from 36% to 46%),
- Pen style is less popular in Atlantic Canada (36%) compared to Ontario (52%), Quebec (46%), and British Columbia, and
- Men are more likely to favour pen style devices (48%) compared to women (44%).

Differences in preference for tank or mod devices include:

- Tank or mod is more popular in Quebec (34%) compared to British Columbia (26%) and Ontario (24%),
- Tank or mod is more popular in the Prairies (31%) and Atlantic Canada (33%) compared to Ontario (24%), and
- Men are more likely to use this style (32%) compared to women (25%).

Pod style devices are:

- More popular in British Columbia (35%) compared to Prairies (28%) and Quebec (20%),
- Less popular in Quebec (20%) compared to all other regions (ranging from 28% to 35%), and
- More popular among women (35%) compared to men (25%).

**7. Device selection considerations**

*Device quality, convenience, ability to refill, and size are the most important factors for vapers of all ages when choosing a device.*

Overall device quality (73%) and convenience of use (73%) are the most important considerations for vapers when they choose a vaping device, with about three in four vapers saying these elements are very or somewhat important to their decision. About two in three vapers say that it is important for a device to be refillable (68%) and that the size of the device is important to them (68%). Young adult vapers tend to give somewhat lower importance ratings to the different device elements.

**Device selection considerations**

<b>QF5A Thinking about the device you currently use most, how important were the following considerations when you chose that device?</b>	<b>NET: Important</b>	<b>Very important</b>	<b>Somewhat important</b>	<b>Not very important</b>	<b>Not at all important</b>
Device quality	73%	42%	31%	16%	10%
Convenience of use and ease of maintenance	73%	38%	35%	17%	11%
Refillable	68%	38%	30%	19%	13%
Size of device	68%	27%	41%	21%	11%
Attractive appearance	58%	19%	39%	26%	15%
Other device features or functions	57%	18%	39%	27%	16%
Easy to hide the device	57%	24%	33%	24%	18%
Advice of friends	53%	16%	37%	27%	20%
Advice of salesperson	51%	14%	37%	29%	20%
Disposable	49%	19%	30%	26%	24%
Visibility and size of cloud for things like cloud chasing and vaping tricks	49%	18%	31%	25%	26%

Base: All respondents

## Device selection considerations

<b>QF5 Thinking about the device you currently use most, how important were the following considerations when you chose that device? NET important</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
Device quality	73%	74%	70%	74%
Convenience of use and ease of maintenance	73%	73%	70%	74%
Refillable	68%	66%	63%	71%
Size of device	68%	66%	65%	69%
Attractive appearance	59%	60%	58%	59%
Other device features or functions	57%	55%	52%	60%
Easy to hide the device	57%	60%	57%	57%
Advice of friends	53%	57%	53%	52%
Advice of salesperson	51%	48%	49%	53%
Disposable	49%	48%	49%	50%
Visibility and size of cloud for things like cloud chasing and vaping tricks	49%	47%	47%	50%
None of the above	4%	2%	3%	4%

Base: All respondents

Notable differences among sub-groups include:

- For Quebec residents, disposability (60%) and visibility of the cloud (55%) are the most important device considerations. The device quality (39%), convenience (40%), being refillable (44%), device size (46%), attractiveness (53%), other device functions (54%) and advice of friends (49%) are substantially less important in this region, compared to most or all other regions in each case.

## 8. Monthly spend on vaping devices

Among vapers who spent money on vaping devices in the past month, the average spend was \$80.

On average, vapers spent about \$90 on vaping devices in the past month; this excludes those who spent no money (17%), or who could not recall (27%). Mean spending was higher among young adults, at \$108 in the past month. Note: there is a large range for mean spending in each sub-group.

### Monthly spend on vaping devices

<b>QF6A How much did you spend in the past month on... vaping devices (including each of its components)</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
\$0	17%	18%	17%	17%
Under \$40	18%	19%	17%	17%
\$40 - \$80	18%	14%	17%	19%
\$80 - \$100	3%	4%	2%	4%
\$100+	17%	17%	24%	15%
I don't know	27%	28%	23%	27%
<i>Mean (excluding 0)</i>	\$87.72	\$92.05	\$107.70	\$79.67
<i>Median</i>	\$50.00	\$50.00	\$60.00	\$50.00

Base: All respondents

Men report higher spending on devices (\$91) than women (\$82).

## 9. Monthly spend on vaping pods or e-liquids

Vapers report an average spend of \$66 on vaping liquids or pods over the past month.

The average past month spending on pods or liquids is \$66 overall, with young adults again spending more than other age cohorts (\$76).

### Monthly spend on vaping pods or e-liquids

<b>QF6B How much did you spend in the past month on... pods or e-liquids?</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
\$0	5%	7%	6%	5%
Under \$40	25%	25%	21%	27%
\$40 - \$80	23%	18%	23%	24%
\$80 - \$100	2%	3%	2%	2%
\$100+	16%	16%	21%	15%
I don't know	28%	31%	26%	28%
<i>Mean (excluding 0)</i>	\$66.02	\$70.34	\$75.53	\$61.86
<i>Median</i>	\$50.00	\$50.00	\$50.00	\$45.00

Base: All respondents

## 10. Perception of affordability of vaping

*Most vapers rate the affordability of vaping in a neutral range between 4 to 7 out of 10, with an average rating of 6.5.*

Asked to rate the affordability of vaping on a scale of 1 to 10, where 1 means very unaffordable and 10 means very affordable, most vapers fall somewhere in the neutral range with a rating between 4 and 7 (59%); the mean rating overall is 6.5 out of 10. Youth rate vaping as less affordable compared to other age cohorts, with a mean rating of 6.0 out of 10.

### Perceived affordability of vaping

<b>QF7 How affordable are the vaping devices and liquids you buy? Use a scale of 1 to 10, where 1 means very unaffordable, and 10 means very affordable?</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
NET: Affordable (8-10)	33%	21%	26%	38%
NET: Neutral (4-7)	59%	69%	65%	55%
NET: Unaffordable (1-3)	8%	10%	10%	7%
<i>Mean</i>	6.52	5.96	6.21	6.78
<i>Median</i>	7	6	6	7

Base: All respondents

Sub-group differences in affordability perception include:

- Ontario (6.6) and Atlantic residents (6.8) tend to rate vaping as more affordable compared to the Prairies (6.4) and Quebec (6.4).
- Men rate vaping as more affordable (6.6) compared to women (6.3).

## G. Cannabis, alcohol and relative harm perceptions

### 1. Use of cannabis

*A majority of vapers have tried cannabis through smoking, vaping, and edibles.*

Majorities of vapers have tried cannabis in each of the following forms: smoking (69%), edibles (58%), and vaping (56%). Only one in five say they have never tried it (18%). Cannabis use is lowest among adults for all three methods, though majorities in this group have still tried it each way.

**Percent having tried cannabis in these forms**

<b>QG1 Have you ever tried using cannabis in any of the following ways? % saying yes</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
Smoking	69%	72%	75%	67%
Edibles	58%	64%	66%	53%
Vaping	56%	63%	65%	50%
None of the above	18%	16%	11%	20%

*Base: All respondents*

Some sub-groups are more or less likely to use cannabis in one form or another:

- Quebec residents are less likely to use cannabis in all forms, smoking (65%), edibles (42%), or vaping (43%) compared to all other regions,
- Atlantic Canadians (76%) are more likely to smoke cannabis compared to Ontario (70%) and Quebec (65%),
- Ontario residents (65%) are more likely to vape cannabis compared to British Columbia (56%), Prairies (56%), and Quebec (43%), and
- Women are more like to use edibles (62%) compared to men (56%).

## 2. Frequency of use of cannabis

*Most vapers who have used cannabis have done so in the past 30 days.*

Of those who have used cannabis, a majority have done so in the past 30 days, through smoking (84%), vaping (76%), and edibles (73%). Adults are more likely to vape cannabis (87%) or use edibles (78%), but the frequency of smoking cannabis is consistent across age groups.

### Frequency of use of cannabis

<b>QG2 In the past 30 days, how often did you use cannabis?</b>	<b>NET: Used in past 30 days</b>	<b>Daily</b>	<b>Less than daily, but at least once a week</b>	<b>Less than once a week, but at least once in the past month</b>	<b>Not at all</b>
Vaping (n=2,999)	84%	30%	29%	25%	16%
Smoking (n=3,428)	76%	30%	23%	23%	24%
Edibles (n=3,014)	73%	11%	21%	41%	27%

*Base: Vapers who tried cannabis in each form*

### Frequency of use of cannabis, by age

<b>QG2 In the past 30 days, how often did you use cannabis?</b>	<b>NET: Used in past 30 days</b>	<b>Youth (15-19)</b>	<b>Young adult (20-24)</b>	<b>Adult (25+)</b>
Vaping (n=2,999)	84%	81%	80%	87%
Smoking (n=3,428)	76%	75%	76%	76%
Edibles (n=3,014)	73%	68%	68%	78%

*Base: Vapers who tried cannabis in each form*



Sub-groups more likely to vape cannabis in the past 30 days include:

- Ontario residents (87%) compared to British Columbia (81%), Prairies (82%), and Atlantic (76%),
- Quebec residents (86%) compared to British Columbia (81%) and Atlantic (76%), and
- Men (87%) compared to women (78%).

Smoking cannabis in the past 30 days is more common among:

- Ontario residents (80%) compared to Prairies (72%), Quebec (74%), and Atlantic (71%), and
- Men (78%) compared to women (70%).

Past 30 day use of edibles differs among some groups as well:

- Atlantic residents are less likely to report using edibles in the past 30 days (62%) compared to all other regions (ranging from 72% to 77%), and
- Women are also less likely to report using edibles (66%) compared to men (78%).

### 3. Impact of vaping cannabis on vaping

*For most vapers, vaping cannabis does not change how much they vape with nicotine, but youth are more likely than other age groups to say they vape more.*

In general, most vapers say their vaping behaviour (with or without nicotine) stays the same when they are using cannabis through either vaping or smoking; youth are more likely to say they vape more with nicotine while vaping cannabis (23%) or smoking cannabis (21%).

#### Impact of vaping cannabis on vaping with nicotine and without nicotine

<b>QG2BA Thinking of the past 30 days, while you are vaping cannabis, do you find you vape... with nicotine...?</b>	<b>Cannabis vapers / vape with nicotine (n=2,446)</b>	<b>Youth (15-19) (n=446)</b>	<b>Young adult (20-24) (n=815)</b>	<b>Adult (25+) (n=1,185)</b>
Less	29%	30%	33%	27%
The same	57%	47%	52%	63%
More	14%	23%	14%	10%
<b>QG2BB Thinking of the past 30 days, while you are vaping cannabis, do you find you vape without nicotine...?</b>	<b>Cannabis vapers / vape without nicotine (n=1,980)</b>	<b>Youth (15-19) (n=285)</b>	<b>Young adult (20-24) (n=637)</b>	<b>Adult (25+) (n=1,058)</b>
Less	25%	33%	31%	21%
The same	60%	54%	55%	64%
More	15%	13%	14%	15%

Base: Vapers who vaped cannabis in the past month

#### Impact of smoking cannabis on vaping with nicotine and without nicotine

<b>QG2CA Thinking of the past 30 days, while you are smoking cannabis, do you find you vape with nicotine...?</b>	<b>Cannabis smokers / vape with nicotine (n=2,594)</b>	<b>Youth (15-19) (n=452)</b>	<b>Young adult (20-24) (n=871)</b>	<b>Adult (25+) (n=1,271)</b>
Less	26%	28%	30%	23%
The same	62%	51%	55%	68%
More	12%	21%	15%	9%
<b>QG2CB Thinking of the past 30 days, while you are smoking cannabis, do you find you vape without nicotine...?</b>	<b>Cannabis smokers / vape with nicotine (n=1,933)</b>	<b>Youth (15-19) (n=269)</b>	<b>Young adult (20-24) (n=616)</b>	<b>Adult (25+) (n=1,048)</b>
Less	26%	29%	31%	23%
The same	60%	58%	54%	63%
More	14%	13%	14%	14%

Base: Vapers who smoked cannabis in the past month

Quebec residents more often say they vape less with nicotine while vaping cannabis (34%) or smoking cannabis (32%).

#### 4. Use of alcohol

*A vast majority of vapers of all ages have had a drink with alcohol in their lives.*

Regardless of age, a vast majority of vapers (91%) have had a drink with alcohol.

##### If ever had a drink with alcohol

<b>QG3 Have you ever had a drink with alcohol?</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
Yes	91%	89%	92%	91%
No	9%	11%	8%	9%

Base: All respondents

Reported alcohol use is very high among all sub-groups, however, the following sub-groups are the most likely to say they have had a drink with alcohol:

- British Columbia (93%) and Prairies residents (92%) compared to Ontario (89%), and
- Women (93%) compared to men (90%).

#### 5. Frequency of use of alcohol

*Among vapers who have had alcohol, most have had a drink in the past 30 days; regular weekly or daily drinking is more frequent among young adults and adults.*

Of those who have had alcohol, most have had at least one drink in the past 30 days (88%). Daily use is infrequent (13%), but four in ten say they have been drinking at least once a week in this time period (42%). Drinking frequency is closely associated with age, with youth and young adults most likely to say they have been drinking less than once a week (46% and 39%, respectively) or not at all (14%) and adults more likely to drink on a daily basis (16%).

##### Frequency of use of alcohol

<b>QG4 In the past 30 days, how often did you drink at least one alcoholic beverage?</b>	<b>Total (n=4,380)</b>	<b>Youth (15-19) (n=762)</b>	<b>Young adult (20-24) (n=1,422)</b>	<b>Adult (25+) (n=2,196)</b>
NET: 30 days	88%	86%	93%	88%
Daily	13%	6%	12%	16%
Less than daily but at least once a week	42%	34%	42%	44%
Less than once a week, but at least once in the past month	33%	46%	39%	28%
Not at all	12%	14%	7%	12%

Base: Have had a drink with alcohol

Daily drinking is more common among:

- Ontario residents (16%) compared to Prairies (12%), Quebec (13%), and Atlantic (8%),

- British Columbia (14%) and Quebec (13%) compared to Atlantic (8%), and
- Men (17%) compared to women (8%).

## 6. Impact of alcohol use on vaping

*Drinking does not change vaping frequency for most vapers overall; youth and young adults are more likely to report that they vape more with nicotine while drinking.*

Most vapers who drink alcohol report that while drinking, their vaping behaviour remains the same whether it's with nicotine (57%) or without (60%). There were age-dependent impacts, though. Youth and young adults are more likely to report a change but this change depends on the nicotine levels: alcohol use is associated with increased vaping with nicotine (youth: 35%, young adults: 33%) but decreased vaping without nicotine (youth: 38%, young adults: 33%). Compared to younger cohorts, adults are more like to say their vaping with nicotine stays the same (with nicotine 64%, without nicotine 65%) while drinking.

### Impact on vaping with nicotine while drinking alcohol

<b>QG5A</b>	<b>Thinking of the past 30 days, while you are having alcoholic beverages, do you find you vape with nicotine...?</b>	<b>Drinkers / vape with nicotine (n=4,380)</b>	<b>Youth (15-19) (n=762)</b>	<b>Young adult (20-24) (n=1,422)</b>	<b>Adult (25+) (n=2,196)</b>
	Less	21%	20%	23%	21%
	The same	57%	45%	44%	64%
	More	22%	35%	33%	15%

Base: Have had a drink with alcohol in the past month (n=4,380)

### Impact on vaping without nicotine while drinking alcohol

<b>QG5B</b>	<b>Thinking of the past 30 days, while you are having alcoholic beverages, do you find you vape with nicotine...?</b>	<b>Drinkers / vape with nicotine (n=4,380)</b>	<b>Youth (15-19) (n=762)</b>	<b>Young adult (20-24) (n=1,422)</b>	<b>Adult (25+) (n=2,196)</b>
	Less	29%	38%	33%	25%
	The same	60%	49%	55%	65%
	More	11%	13%	12%	10%

Base: Have had a drink with alcohol in the past month (n=4,380)

Sub-groups who are more likely to say they vape more with nicotine while drinking include:

- Atlantic (30%) residents compared to Prairies (22%), Ontario (21%), and Quebec (18%),
- British Columbia (26%) compared to Quebec (18%), and
- Women (28%) compared to men (18%).

Quebec residents are more likely to vape less with nicotine while drinking (24%) compared to British Columbia (18%).

### 7. Perception of relative harms

*Smoking cigarettes is seen as harmful by a majority of vapers, but other behaviours like drinking alcohol, eating junk food, and using cannabis are ranked about on par with nicotine vaping in terms of harm.*

Asked to rate the relative harm of six common behaviours on a scale of 1 to 10 (10 being most harmful), vapers overwhelmingly rate smoking cigarettes as the most harmful: two-thirds (68%) give it a rating between 8 and 10. For all other behaviours in the list, similar proportions of vapers rate each as harmful. Youth are more likely to rate smoking as harmful compared to older cohorts (72%), while adults give higher ratings to alcohol (42%), junk food (42%), and smoking cannabis (39%).

#### Perception of relative harm of behaviours

<b>QG6 How harmful do you feel each of the following is, if done on a regular basis? Use a scale from 1 to 10 where 1 means “Not harmful at all” and 10 means “Extremely harmful.”</b>	<b>Harmful (8-10)</b>	<b>Neutral (4-7)</b>	<b>Not harmful (1-3)</b>
Smoking cigarettes	68%	28%	3%
Drinking alcohol	39%	53%	9%
Eating junk food	37%	54%	9%
Smoking cannabis	35%	48%	16%
Vaping with nicotine (excluding cannabis)	34%	55%	11%
Vaping cannabis	33%	52%	15%

#### Behaviours are harmful – by age group

<b>QG6 % saying each is harmful (score 8-10)</b>	<b>Total (n=4,815)</b>	<b>Youth (15-19) (n=852)</b>	<b>Young adult (20-24) (n=1,524)</b>	<b>Adult (25+) (n=2,439)</b>
Smoking cigarettes	68%	72%	67%	68%
Drinking alcohol	39%	33%	35%	42%
Eating junk food	37%	25%	29%	42%
Smoking cannabis	35%	31%	28%	39%
Vaping with nicotine (excluding cannabis)	34%	33%	33%	35%
Vaping cannabis	33%	34%	28%	34%

Base: All respondents

Other notable differences between sub-groups include:

- Atlantic residents are more likely to rate smoking as harmful (77%) compared to all other regions (ranging from 67% to 70%),
- Ontarians are more likely to rate alcohol as harmful (43%) compared to Prairies (35%) and Quebec (36%),
- More Quebec residents see junk food as harmful (40%) compared to British Columbia (34%) and Atlantic (32%),
- More Quebec residents see smoking cannabis as harmful (43%) compared to all other regions (ranging from 30% to 34%),
- More Quebec residents (36%) and Ontario residents (35%) see vaping nicotine as harmful compared to the Prairies (30%),
- More Quebec residents see vaping cannabis as harmful (41%) compared to all other regions (ranging from 26% to 33%),
- More Ontario residents see vaping cannabis as harmful (33%) compared to the Prairies (29%) and Atlantic Canada (26%),
- More women rate vaping with nicotine as harmful (36%) compared to men (33%), and
- Men are more likely to rate alcohol (41%) and junk food (38%) as harmful compared to women (34% for both).

## Appendix A: Methodology

The results are based on an online survey conducted with Canadians aged 15 and older who vaped at least once a week in the previous four weeks. The incidence of regular vapers among Canadians 15+ is 3.4 percent nationally (per CTNS 2020 data).

### 1. *Sample design and weighting*

This research study consisted of a national online survey of 4,815 Canadians aged 15 or older and are current vapers. The survey was conducted from March 4 – April 8, 2022. The sample was designed to (a) be as representative as possible of the current smoker population by age, gender and province, and (b) to maximize the subsample of youth (15-19 years) and young adult (20-24 years) vapers, for adequate analysis in subsequent waves (despite expected attrition). As this online survey utilized an opt-in panel, it is a non-probability survey and no margin of sampling error should be calculated. Reported percentages are not generalizable to any group other than the sample studied, and therefore no formal statistical inferences can be drawn between the sample results and the broader target population it may be intended to reflect.

The following completions were achieved:

Age	2020 Population	Current vaper incidence (CTNS 2020)	Proportion of vaper population	Unweighted sample size	Proportion of total sample	Weighted sample size*
15-19	2,102,402	9.0%	17%	852	18%	843
20-24	2,484,313	8.7%	20%	1,524	32%	957
25+	27,408,756	2.5%	63%	2,439	50%	3,015
<b>Total</b>	31,995,471	3.4%	100%	4,815	100%	4,815

To allow for the inclusion of youth under 18 years of age, the invitation was sent to panellists who were profiled as parents of children aged 15-17. They were then asked to provide consent for their child's participation before having their child complete the survey.

After the data were collected, weighting was used to ensure the sample is representative of vapers in Canada. Data for weighting came from the Canadian Tobacco and Nicotine Survey (CTNS) 2020, as provided by Health Canada.

Respondents from Ontario, those age 20 to 24, and women are overrepresented in the unweighted sample relative to the CTNS 2020 data; this discrepancy is not unexpected due to the general overrepresentation of these groups within online survey panels.

Demographic group	Unweighted sample size	Unweighted proportion	Weighted proportion
<b>Region</b>			
Atlantic	387	8%	8%
Quebec	1,100	23%	26%
Ontario	1,845	38%	30%
MB/SK/AB	869	18%	20%
BC/Territories	614	13%	16%
<b>Age group</b>			
15-19	852	18%	17%
20-24	1,524	32%	20%
25+	2,439	51%	63%
<b>Gender</b>			
Male	2,479	52%	66%
Female	2,261	47%	34%
Gender diverse	69	1%	<1%

## 2. Questionnaire design

Environics worked with Health Canada to develop a questionnaire that ensured the research objectives were met and all questions were appropriately worded, and that it adhered to federal government standards for public opinion research. Upon approval from Health Canada, the questionnaire was translated into French. The final study questionnaire is included in Appendix B.

## 3. Pre-test

Prior to the launch of this survey, Environics provided test links to Health Canada for both language versions of the survey and changes were made based on their comments. Then Environics arranged to conduct pretests in both official languages. For the pretests Environics selected a limited number of records and conducted a “soft launch” in each language. These preliminary surveys included standard Government of Canada pretest probing questions at the end, to ascertain the survey length and language was appropriate. The pretest took place on March 4 to 7 and achieved 303 responses (269 English, 34 French). No changes were required as a result of the pretests.

## 4. Fieldwork

The online survey was conducted from March 4 to April 8, 2022. The final average survey length was 12.44 minutes. Due to the large sample size required, the sample was sourced from three trusted panel providers: Dynata, Asking Canadians and Maru.



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

Environics assumed overall responsibility for all aspects of the survey fieldwork. The survey was conducted according to the following steps:

- Environics programmed and hosted the online survey on a secure server. All data were stored on Canadian servers and Canadian back-up servers located and only accessible in Canada, and physically independent from all other databases, directly or indirectly, that are located outside Canada.
- Invitations including a unique URL link (to ensure only one version of the survey is accepted per respondent) were sent to panel members. Non-responders were sent periodic reminders to encourage participation.
- Technical support was provided to online survey respondents as required. Steps were taken to assure (and also guarantee) complete confidentiality and anonymity of survey responses.
- All survey responses were electronically captured as they were submitted and combined into an electronic data file that was coded and analyzed (including open-ended responses).

All respondents were offered the opportunity to complete the surveys in their official language of choice. All survey respondents were informed of Government of Canada's sponsorship of the research, that their participation was voluntary, and that information collected was protected under the authority of privacy legislation.

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

All research work was conducted according to best practices in the industry, such as the Standards for the Conduct of Government of Canada Public Opinion Research – Online Surveys (<http://www.tpsgc-pwgsc.gc.ca/rop-por/enligne-online-eng.html>) as well as applicable federal legislation (Personal Information Protection and Electronic Documents Act, or PIPEDA). Environics is a founding member of the Canadian Research Insights Council (CRIC) and registered the survey with CRIC's Research Verification System, which permits the public to verify a survey call, inform themselves about the industry and/or register a complaint. For more information about CRIC: <https://www.canadianresearchinsightscouncil.ca/>

**Non-response error** results from not being able to interview people who are eligible to take the survey. In this case, non-response bias is the difference in responses of those qualified participants who are invited to participate and those who complete the survey. Environics made every effort to minimize non-response error by ensuring a balanced sample of smokers were invited to the survey and by using quotas.

**Measurement error** is error or bias that occurs when surveys do not measure what they are intended to measure. This type of error results from flaws in the instrument, question wording, translation issues, question

order, timing, question response options, etc. Environics and Health Canada designed a questionnaire that minimized this type of error.

**Accessibility considerations for the online survey.** There is a diverse scope of individuals who participate in research, and Environics has worked toward formatting surveys to enable a user-friendly experience for all participants. We set up our online surveys so screen readers can deliver a better experience to those with disabilities. We extensively test our online surveys using industry-standard techniques and screen readers. Environics ensures its online surveys meet Web Content Accessibility Guidelines (WCAG).

## 5. *Data coding and tabulation*

Following data collection and prior to analysis, data analysts performed a data-cleaning and validation process, in accordance with the highest industry standards. Open-ended question data were coded and Environics designed banner tables in consultation with the project authority. Data tables were submitted in CSV format.

The data from this survey are statistically weighted to ensure the sample is as representative of this population as possible according to the most recently available Government of Canada information (current vaper incidence from CTNS 2020).

During this process, the *Heaviness of Vaping with Nicotine* Index (HVNI) was calculated according to the following formula:

- Vapes with nicotine per day (QB5C1)
  - 1 to 10 vapes = 0
  - 11 to 20 vapes = 1
  - 21 to 30 vapes = 2
  - 31 or more vapes = 3
- Time before first vape with nicotine (QB4)
  - 61 or more minutes = 0
  - 31 to 60 minutes = 1
  - 6 to 30 minutes = 2
  - 5 minutes or less = 3

The scores for each question were added, giving each respondent a total score from 0 to 6. These scores were further used to create the following categories:

- Low dependence (score 0-2)
- Moderate dependence (score 3-4)
- High dependence (score 5-6)

## 6. Completion results

The completion results for survey are presented in the following table.

### Online survey contact disposition

<b>Disposition</b>	<b>N</b>
Broadcasts delivered (c)	278,761
Completed (d)	4,815
Qualified respondent break-off (e)	5,785
Disqualified (f)	33,237
Did not respond (g)	232,689
Quota filled (h)	2,235
<b>Contact rate (d+e+f+h)/c</b>	<b>16.53</b>
<b>Participation rate (d+f+h)/c</b>	<b>14.45</b>

## Appendix B: Questionnaire

Environics Research

4-March 2022

---

**Health Canada**  
**2022 Longitudinal Vaping Survey**  
**FINAL Questionnaire**

---

### LANDING PAGE

Please select your preferred language for completing the survey / Veuillez sélectionner la langue de votre choix pour remplir le sondage.

01–English / Anglais

02–Français / French

---

### Background information

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

As a parent of or legal guardian to a youth living in your household, we are requesting your permission for your 15-, 16- or 17-year-old teenager to participate in an important survey being conducted for Health Canada.

The purpose of the survey is to understand Canadians' experiences with and opinions about vaping. This feedback will be used by Health Canada to develop regulations related to vaping and to design public education materials.

The survey is being conducted by Environics, an independent research firm, and will take about 15 minutes to complete.

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

**How does the online survey work?**

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

**What about your child's personal information?**

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

**What happens after the survey?**

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

If you have any questions about the survey, please contact Environics at [sarah.roberson@environics.ca](mailto:sarah.roberson@environics.ca)

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

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

[LINK HERE](#)

Thank you for your support of this important research.

## Information / Privacy for All Respondents

Thank you for agreeing to take part in this short **15-minute** survey being conducted by Environics, a Canadian public opinion research firm, on behalf of Health Canada.

The purpose of the survey is to understand Canadians' experiences with and opinions about vaping. This feedback will be used by Health Canada to develop regulations related to vaping and to design public education materials.

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

### How does the online survey work?

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

### What about your personal information?

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

### What happens after the survey?

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

If you have any questions about the survey, please contact Environics at [sarah.roberson@environics.ca](mailto:sarah.roberson@environics.ca).

[CONTINUE TO SCREENING]

< PROGRAMMING NOTE: All questions are mandatory.>

### **Eligibility/Screening**

S1. In what year were you born?

DROP DOWN LIST – SEE QUOTAS

IF UNDER 15, TERMINATE

[IF S1=PREFER NOT TO SAY (9999)] In which of the following age categories do you belong?

*Select one only* – SEE QUOTAS

01 - Under 15 [TERMINATE]

02 - 15 to 17

03 - 18 to 24

04 - 25 to 34

05 - 35 to 44

06 - 45 to 54

07 - 55 to 64

08 - 65 or older

99 - Prefer not to say [TERMINATE]

S2. How do you identify your gender? (This may be different from the information noted on your birth certificate or other official documents)

*Select one only* – SEE QUOTAS

01 - Female gender

02 - Male gender

03 - Gender diverse

99 - Prefer not to say

S3. In which province or territory do you live?

DROP DOWN LIST – SEE QUOTAS

- 01 - British Columbia
- 02 - Alberta
- 03 - Saskatchewan
- 04 - Manitoba
- 05 - Ontario
- 06 - Quebec
- 07 - New Brunswick
- 08 - Nova Scotia
- 09 - Prince Edward Island
- 10 - Newfoundland and Labrador
- 11 - Yukon
- 12 - Northwest Territories
- 13 - Nunavut

**A. Vaping status**

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

A1. Have you ever tried vaping **with or without** nicotine? Please exclude vaping cannabis.

- 01 – Yes
- 02 – No [TERMINATE]

A2. During the past 30 days, how often have you used a vaping product **with or without** nicotine? (Please exclude vaping cannabis.) Was it:

- 01 – Daily
- 02 – Less than daily, but at least once a week
- 03 – Less than once a week, but at least once in the past month [TERMINATE]
- 04 – Not at all [TERMINATE]



[NOTE: REGULAR VAPER: A2=1,2]

A3. [ASK ALL] Using a scale of 0 to 10, where 0 means "Very dissatisfied" and 10 means "Very satisfied", how do you feel about your life as a whole right now?

1 Very dissatisfied

10 Very satisfied

[NEW SCREEN]

**NOTE:** The following questions about your vaping habits and preferences refer only to vape liquids with/without nicotine and not cannabis/marijuana/THC.

**B. Frequency, history, and heaviness of use**

B1. Which of the following best describes how often you vaped liquids **with nicotine** in the past 30 days?

01 – I vaped them every day

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

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

04 – Not at all

B2. Which of the following best describes how often you vaped liquids **without nicotine** in the past 30 days?

01 – I vaped them every day

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

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

04 – Not at all

B3. Which of the following best describes how often you vaped liquids you weren't sure contained nicotine or not in the past 30 days?

01 – I vaped them every day

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

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

04 – Not at all

[TERMINATE IF B1 = 4 AND B2 = 4 AND B3 = 4]

B4. [IF 01-03 AT QB1] How soon after you wake up do you usually have your first vape **with nicotine**?

01 - Less than 5 minutes

02 - 6 to 30 minutes

03 - 31 minutes to 1 hour

04 - More than 1 hour

B5. On days you use them, please estimate how many separate times per day you usually vape ...?

[GRID, SELECT ONE ONLY FOR EACH]

- a. With nicotine? [HIDE IF B1 = 4]
- b. Without nicotine? [HIDE IF B2 = 4]
- c. When you're not sure if it contains nicotine? [HIDE IF B3 = 4]

- 01 - 5 or less times per day
- 02 - 6–10 times per day
- 03 - 11–15 times per day
- 04 - 16–20 times per day
- 05 - 21–25 times per day
- 06 - 26-30 times per day
- 07 - 31 or more times per day
- 08 - I vape continuously throughout the day

B6. How long have you been vaping at least once a week?

- 01 - Less than one year
- 02 - 1 year to < 2 years
- 03 - 2 years to < 5 years
- 04 - 5 years or more

[NOTE: HEAVINESS OF VAPING WITH NICOTINE INDEX TO BE CALCULATED IN BACK END]

B7. What is your preferred flavour to vape...?

[GRID, SELECT ONE ONLY FOR EACH]

- a. With nicotine? [HIDE IF DIDN'T VAPE WITH NICOTINE]
- b. Without nicotine? [HIDE IF DIDN'T VAPE WITHOUT NICOTINE]
- c. When you're not sure if it contains nicotine? [HIDE IF DIDN'T VAPE UNSURE ABOUT NICOTINE]

[RANDOMIZE LIST IN GRID]

- 01 - Fruit
- 02 – Candy
- 03 - Coffee/tea
- 04 - Dessert
- 05 - Mint
- 06 - Menthol
- 07 - Tobacco flavour
- 08 – Alcohol flavour
- 09 – Flavourless/no flavour in descriptor
- 97 – Other [ANCHOR]
- 99 – Not sure [ANCHOR AT BOTTOM, SINGLE PUNCH]

B8. How old were you when you vaped for the first time?

ENTER AGE IN YEARS, MUST BE =< RESPONDENT AGE

**C. Drivers to use, cognitive dissonance, stigma, barriers to change, quality of life**

C1. How many of the following people in your life vape?

A)	None	Some	Most or all	Not applicable	Not sure
a. Friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Classmates / co-workers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Family members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Parents/guardians	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C1b. Do the following people in your life vape?

B)	Yes	No	Not applicable	Not sure
b. Spouse / partner	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

C2. Consider the following reasons why people might vape and rank your top three main reasons for vaping:

- 01 - To quit smoking
- 02 - To reduce the number of cigarettes I smoke
- 02b - Avoid returning to smoking
- 03 - I vape where smoking is restricted/not allowed
- 20 - Can vape discretely/without it being noticed
- 04 - I vape in certain social settings where it is more socially acceptable than smoking
- 05 - It's less harmful to my health than smoking
- 06 - It's less harmful to others/family/children than smoking
- 07 - It's cheaper than smoking
- 08 - I like the flavours and/or smell
- 22 - Helps me relax/cope
- 09 - It is fun and exciting
- 12 - I vape when it is offered to me
- 13 - It gives me a break from work/school/home
- 14 - It passes the time/boredom
- 15 - Habit/ritual
- 16 - For the "buzz"/as an alternate source of nicotine
- 17 - It's easier to buy/get than cigarettes [HIDE IF NEVER SMOKER]
- 19 - As a social activity with friends or family
- 97 - Other (Specify)
- 99 - Not sure

C3. The following statements are things that some people might say or think about vaping. For each one, indicate how much you agree with the statement, using a scale of 1 to 10 where 1 means you don't agree at all, and 10 means you strongly agree.

[GRID, RANDOMIZE]

- a) I enjoy vaping when having coffee or tea.
- b) The medical evidence that vaping is harmful is exaggerated.
- c) Vaping is an important part of my life.
- d) Vaping calms me down when I am stressed or upset.
- e) I enjoy vaping when I'm with other people who vape.
- f) Vaping helps me control my weight.

01 – Don't agree at all

10 – Strongly agree

#### D. Smoking status and questions for dual users

The next few questions are about smoking cigarettes.

[KEY SMOKING STATUS QUESTION]

D1. Have you ever smoked a whole cigarette?

01 - Yes

02 - No

99 - Don't know/prefer not to say

[KEY SMOKING STATUS QUESTION]

D2. [IF D1 = 1] In the past 30 days, how often did you smoke cigarettes?

01 - Every day

02 - Less than daily, but at least once a week

03 - Less than once a week, but at least once in the past month

04 - Not at all

99 - Don't know/prefer not to say

[KEY SMOKING STATUS QUESTION]

D3. [IF D1 = 1] Have you smoked at least 100 cigarettes in your life?

01 - Yes

02 - No

99 - Don't know/prefer not to say

[CURRENT SMOKER: D2=01,02,03]

[DUAL USER: REGULAR VAPER AND CURRENT SMOKER]

[FORMER SMOKER: D2=04 AND D3=01]

D4. [DUAL USERS] Which of the following best describes you?

01 - I am a vaper

02 - I am a smoker

03 - I am both a smoker and a vaper

04 - I am neither a smoker nor a vaper

99 – Not sure

D5. [DUAL USERS] Which of the following best describes the main reason you smoke in addition to vaping?

[RANDOMIZE]

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

02 – Habit

03 – Like the feeling after smoking/vaping does not give the same feeling

04 – Craving nicotine/tobacco

05 – Still enjoy smoking

08 – Smoke with other smokers/with a drink/it's a social thing

10 – Smoke when I am stressed/anxious

12 – Like the taste of cigarettes better

94 - Trying to quit smoking gradually

97 – Other (Specify)

99 – Not sure

D6. [IF D2=01] On average, how many cigarettes do you smoke per day?

[IF D2=02,03] On the days that you smoke, about how many cigarettes do you smoke?

\_\_\_\_ Cigarettes per day (NUMERICAL RESPONSE)

D7. [DUAL USERS] In a typical day, how many times do you vape because you cannot smoke a cigarette (for example, in places where smoking is not permitted or accepted)?

ENTER NUMBER OF TIMES \_\_\_\_\_ [RANGE 0-50]

99 – Not sure

D8. [D2=01,02,03] How many times have you tried to quit smoking?

\_\_\_\_ times [RANGE 1-999]

99 - I have never tried to quit smoking. [SKIP TO SECTION E]

- D9. [D2=01,02,03] What was the longest time you have gone without smoking?  
\_\_\_ days [RANGE 1-6] OR \_\_\_ weeks [RANGE 1-3] OR \_\_\_ months [RANGE 1-11] OR \_\_\_ years [RANGE 1-99]
- D10. [FORMER SMOKER] How long ago did you quit smoking?  
\_\_\_ days [RANGE 1-6] OR \_\_\_ weeks [RANGE 1-3] OR \_\_\_ months [RANGE 1-11] OR \_\_\_ years [RANGE 1-99]
- D11. [D2=01,02,03 OR FORMER SMOKER] How useful has vaping been in helping you reduce or quit smoking? Use a scale of 1 to 10, where 1 means not useful at all, and 10 means extremely useful.
- 01 Not useful at all  
10 Very useful
- D11b. [D2=01,02,03 OR FORMER SMOKER] With whom did you talk about using vaping to help you reduce or quit smoking? Select all that apply.
- 01 – Health care professional (e.g., doctor, nurse, dentist)  
02 – Vape shop staff  
03 – Friends and/or family  
04 – Other, please specify  
05 – No one [UNIQUE SELECTION]
- D12. [D2=01,02,03 OR FORMER SMOKER] What other methods have you used to help you quit or reduce smoking?
- Select all that apply.*
- 01 - Nicotine patch  
02 - Nicotine gum  
03 - Nicotine inhaler  
04 - Nicotine nasal spray  
05 - Nicotine lozenge  
06 - Nicotine mouth spray  
07 - Prescription medication like Zyban, Wellbutrin or Champix  
09 - Reducing the number of cigarettes  
10 - Cold turkey  
11 - Other, please specify  
12 – None of these [UNIQUE SELECTION]

**E. Transitions, cessation and relapse: History, predicting, why and how**

E1. [ASK ALL] Are you currently trying, or have you previously tried...?

GRID - SHOW IN ORDER

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

E2. [ASK IF E1A= 01 OR 02] How many times have you tried to quit vaping?

\_\_\_ times

E3. [ASK IF E1A = 01 OR 02] Since you began vaping regularly (i.e., at least once a week), have you ever stopped vaping for more than a week?

01 – Yes

02 – No

E4. [ASK ALL] What was the longest time you have gone without vaping?

\_\_\_ days [RANGE 1-6] OR \_\_\_ weeks [RANGE 1-3] OR \_\_\_ months [RANGE 1-11] OR \_\_\_ years [RANGE 1-99]

E5. [ASK ALL] How important is stopping vaping to you? Use a scale of 1 to 10, where 1 means stopping vaping is not important at all, and 10 means it is the most important goal of your life.

01 – Not important at all

10 – Most important goal of my life

E6. [ASK IF E1A = 01] How confident are you that you will quit vaping for good?

[ASK IF E1A = 02, 03] How confident are you that you will eventually quit vaping for good?

*Use a scale of 1 to 10, where 1 means not confident at all, and 10 means extremely confident.*

01 – Not at all confident

10 – Extremely confident



E7. [ASK ALL] Different people have their own reasons for trying to stop vaping. Even if you’re not planning to stop vaping right now, it may be something you think about or hear about from time to time.

Consider the following statements about why people might try to stop vaping, and indicate how true or not true each one is for you, on a scale of 1 to 10, where 1 means “not true at all” and 10 means “very true.”

01 – Not true at all

10 – Very true

[GRID, RANDOMIZE BUT SHOW F LAST]

[SHOW WITH A TO E] If I stopped vaping, it would be...

- a) Because I feel that I want to take responsibility for my own health.
- b) Because I would feel guilty or ashamed of myself if I vaped.
- c) Because I personally believe it is the best thing for my health.
- d) Because I have carefully thought about it and believe it is very important for many aspects of my life.
- e) Because I feel pressure from others to not vape.
- f) [ALWAYS SHOW LAST, DO NOT SHOW “If I stopped vaping...”] I really don’t think about stopping vaping.

**F. Access, packaging**

F1. From where do you **usually** get your vaping devices and liquids?

*Select all that apply.*

Statement	Vaping devices A)	Vaping liquids B)
I buy it myself at a vape shop (in person, not online)	01	01
I buy it myself at a gas station, pharmacy or convenience/grocery store	02	02
I buy it myself online	04	04
I gave a friend/family member some money to buy it for me	05	05
A friend/family member gives/lends it to me	08	08
Other (SPECIFY)	97	97
Not sure	99	99

F2. In the last 6 months, was there ever a time you could not get a vape flavour or device you wanted?

01-Yes

02-No

F3. [IF F2=YES] What was the reason you couldn't get the vape flavour or device you wanted?

*Select all that apply.*

01-Store closed permanently

02-Store closed temporarily (e.g., COVID-19-related lockdown)

03-Too expensive/couldn't afford it

04-My favourite flavour was no longer available

05-My favourite device was no longer available

06-My age (I was too young) [HIDE IF AGE > 25]

98-Other (please specify)

99-Not sure

F4. Excluding flavours, what elements on the packaging for vaping products catch your attention? Select all that apply.

01 - The brand/company name and/or brand/company logo

02 - The form and shape of the packaging/container

03 - Brand or company slogan or motto

04 - Colours

05 - Images and graphic arrangement

97 - Other, please specify:

99 - None of the above [EXCLUSIVE]

F4b [ASK ALL] What type of vaping device do you currently use? Please select all that apply.

01 - Cig-a-like

02 - Pen

03 - Tank or mod

04 - Pod

05 - Other, please specify

F5. Thinking about the device you currently use most, how important were the following considerations when you chose that device?

01 - Not at all important

02 - Not very important

03 - Somewhat important

04 - Very important

[GRID, RANDOMIZE]

a) Size of device

b) Device quality

c) Attractive appearance

d) Easy to hide the device

e) Convenience of use and ease of maintenance

f) Refillable

g) Disposable

h) Visibility and size of cloud for things like cloud chasing and vaping tricks

i) Other device features or functions

j) Advice of friends

k) Advice of salesperson

F6. How much did you spend in the past month on vaping devices (including each of its components) and on pods or e-liquids? ENTER NUMBER

On devices \$ \_\_\_\_\_ [RANGE \$0-\$700]

99 - I don't know

On pods or e-liquids \$ \_\_\_\_\_ [RANGE \$0-\$250]

99 - I don't know

F7. How affordable are the vaping devices and liquids you buy? Use a scale of 1 to 10, where 1 means very unaffordable, and 10 means very affordable.

01 – Very unaffordable

10 – Very affordable

**G. Cannabis, Alcohol, and Relative Harm Perceptions**

The following questions are about cannabis.

For the purpose of this survey, "cannabis" also refers to the terms marijuana, pot, or hashish.

G1. Have you ever tried using cannabis in any of the following ways?

Form	Yes (01)	No (02)
a. Vaping		
b. Smoking		
c. Edibles		

G2. [ASK G2A IF G1A = YES, ASK G2B IF G1B = YES, ASK G2C IF G1C = YES] In the past 30 days, how often did you use cannabis?

Form	Daily (01)	Less than daily, but at least once a week (02)	Less than once a week, but at least once in the past month (03)	Not at all (04)
a. Vaping				
b. Smoking				
c. Edibles				

G2b. [ASK IF G2A = 01,02,03] Thinking of the past 30 days, while you are vaping cannabis, do you find you...?

- a) [IF B1=01,02,03] Vape with nicotine
- b) [IF B2=01,02,03] Vape without nicotine

- 01 - Less
- 02 - The same
- 03 - More

G2c. [ASK IF G2B = 01,02,03] Thinking of the past 30 days, while you are smoking cannabis, do you find you...?

- a) [IF B1=01,02,03] Vape with nicotine
- b) [IF B2=01,02,03] Vape without nicotine

- 01 - Less
- 02 - The same
- 03 - More

Next, we have a few questions about drinking alcohol.

G3. Have you ever had a drink with alcohol?

01 - Yes

02 – No

G4. [ASK IF G3 = YES] In the past 30 days, how often did you drink at least one alcoholic beverage?

01 - Daily

02 - Less than daily, but at least once a week

03 - Less than once a week, but at least once in the past month

04 - Not at all

G5. [ASK IF G3 = 1] Thinking of the past 30 days, while you are having alcoholic beverages, do you find you...?

a) Vape with nicotine

b) Vape without nicotine

01 - Less

02 - The same

03 - More

G6. [ASK ALL] How harmful do you feel each of the following is, *if done on a regular basis*? Use a scale from 1 to 10 where 1 means “Not harmful at all” and 10 means “Extremely harmful.” [GRID, RANDOMIZE]

a) Vaping with nicotine (excluding cannabis)

b) Smoking cigarettes

c) Vaping cannabis

d) Smoking cannabis

e) Drinking alcohol

f) Eating junk food

01 – Not harmful at all

10 – Extremely harmful

## H. Respondent characteristics

The following are a few questions about you and your household, for statistical purposes only. Please be assured all of your answers will remain completely anonymous.

H1. What language do you speak most often at home?

01 – English

02 – French

03 – Other

99 – Prefer not to say

H2. What is your current marital status?

01 - Never legally married nor lived with a common-law partner

02 - Legally married (and not separated)

03 - Living with a common-law partner

04 - Separated, but still legally married

05 - Divorced

06 - Widowed

99 – Prefer not to say

H3. Which of the following best describes you?

*Select one only*

01 – First Nations

02 – Métis

03 – Inuk (Inuit)

04 – A non-Indigenous person

99 – Prefer not to say

H4. Do you identify as either of the following?

*Select one response for each*

a) A member of a visible minority group

b) A member of the LGBTQ2+ community

01 - Yes

02 - No

99 – Prefer not to say

H5. What is the highest level of formal education you have completed?

*Select one only*

- 01—Less than a high school diploma or equivalent
- 02—High school diploma or equivalent
- 03—Registered Apprenticeship or other trades certificate or diploma
- 04—College, CEGEP or other non-university certificate or diploma
- 05—University certificate or diploma below bachelor's level
- 06—Bachelor's degree
- 07—Postgraduate degree above bachelor's level
- 99—Prefer not to say

H6. Which of the following categories best describes your current employment status?

*Select one only*

- 01 - Working full-time, that is, 35 or more hours per week
- 02 - Working part-time, that is, less than 35 hours per week
- 03 - Self-employed
- 04 - Unemployed, but looking for work
- 05 - A student attending school full-time/part-time
- 06 - Retired
- 07 - Not in the workforce (full-time homemaker, unemployed and not looking for work)
- 97 - Other [DO NOT SPECIFY]
- 99 - Prefer not to say

H7. [IF H6=04 ASK] Have you been unemployed for more than a year?

- 01 – Yes
- 02 – No
- 99 – Prefer not to say

H8. [IF H6=01, 02, 03] Are you working from home?

- 01 – Yes
- 02 – No
- 03 – A mix of both
- 99 – Prefer not to say

H9. [IF H6 = 01, 02, 03] Which of the following categories best describes your *main* occupation?

[IF H7 = 02] Which of the following categories best describes your *most recent* occupation?

01 - Senior and middle management

- (Examples: President, Vice-President, CEO, CFO, COO, Principal, Dean, Registrar, DM, ADM, DG, Director, Manager)

02- Professional

- (Examples: Lawyer, Doctor, Nurse, Dentist, Professor, Engineer, Accountant, Veterinarians, Optometrists, Teachers, Social Workers, Policy Research Analysts, Journalists)

03 - Technical/Paraprofessional

- (Examples: Paralegal, Early Childhood Educator, Instructor, Inspectors, Enforcement Officers, Opticians, Creative Design)

04 - Sales and Service

- (Examples: Retail and Wholesale Salesperson, Clerk, Agent)

05 - Administrative, clerical and office support

- (Examples: Administrative, Office, Medical assistants; data entry, receptionist)

06 - Industrial, electrical and construction trades

- (Examples: Electrician, Plumber, Pipefitter, Carpenter, Boilermaker)

07 - Maintenance and equipment operation trades, installers, repairers, and material handlers

- (Examples: Truck or Transit Driver, Crane operator, Train Crew; Mechanical, Transport or Heating mechanic; longshore worker)

08 - Processing, manufacturing and utilities machine operators and assemblers

09 - Construction, agricultural, forestry, fishing, landscaping labourer/general worker

99 - Prefer not to say

H10. [ASK 16+ ONLY] Which of the following best describes your total household income for 2020, before taxes, from all sources for all household members?

*Select one only*

01—Under \$20,000

02—\$20,000 to just under \$40,000

03—\$40,000 to just under \$60,000

04—\$60,000 to just under \$80,000

05—\$80,000 to just under \$100,000

06—\$100,000 to just under \$150,000

07—\$150,000 and above

99—Prefer not to say



H11. [ASK AGE < 18 ONLY] How much money do you usually get each week to spend on yourself or to save? Please include money from allowances, gifts, or jobs.

01 – No money

02 – Under \$20

02 – \$20 to just under \$40

03 – \$40 to just under \$60

04 – \$60 to just under \$80

05 – \$80 to just under \$100

06 – \$100 and above

99 – Prefer not to say

H12. [ASK 18+ ONLY] Are there any children under 18 years of age living in your household?

01 – Yes

02 – No

99 – Prefer not to say

Applicable panels: Request for follow up email for subsequent waves

H13. We would like to get your email to follow up with you, to learn about how your vaping may change over time. Could you please provide an email for us to do this? It will not be used for any other purpose. This request has been approved by your research panel.

\_\_\_\_\_ *Please enter your email* -PROMPT FOR VALID EMAIL FORMAT

99–Prefer not to provide

This completes the survey. On behalf of Health Canada, thank you for your valuable input. In the coming months, the results of this survey will be available on the Library and Archives Canada website.