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INTRODUCTION

RATIONALE FOR CONSULTATION

In the fall of 2014, Bill 60 was introduced in the Nova Scotia Legislature to address e-cigarettes, waterpipes and flavoured tobacco. Feedback from those who presented at Law Amendments Committee made it clear that more consultation was needed on flavoured tobacco and flavoured e-cigarettes and e-juice. Bill 60 was amended and passed without these flavour elements. Beginning May 31, 2015, this legislation will prohibit the use of e-cigarettes and waterpipes in indoor public places, prohibit the sale of e-cigarettes to minors, and restrict their display and promotion in retail settings where minors are allowed entry.

At the same time, government committed to consult on whether any flavours should be exempt from a ban on these flavoured products, and to bring new legislation forward in the spring of 2015. The consultation was conducted by the Department of Health and Wellness from January to March, 2015 through online and telephone surveys with adult Nova Scotians, focus groups with youth, and meetings with stakeholders. This report provides a summary of the consultation results.

FLAVOURED TOBACCO

Flavoured tobacco is commonly available in Nova Scotia. Flavouring serves to reduce harshness of a conventional unflavoured tobacco product and makes them more palatable for use. It also tends to encourage experimentation and reduces the perception of harm.

Although flavoured tobacco may be used by people of all ages, it is particularly popular among youth who use tobacco. Among Nova Scotia youth who smoke cigarettes, 34% reported using menthol-flavoured cigarettes in the 30 days before being surveyed. Nova Scotia youth who used other types of tobacco such as cigarillos, cigars, and smokeless products chose flavoured versions on average 50% of the time.

The federal government currently prohibits the sale of flavoured tobacco products up to 1.4 grams with an exemption for menthol, rum, wine, whiskey, and port flavours. A proposed order to extend the size ban up to 6 grams was published in March 2015.
E-CIGARETTES

E-cigarettes are a relatively new product that emerged on the Canadian market in the past few years. Also known as vaporizers, e-cigarettes contain a liquid typically comprised of propylene glycol, glycerol, flavouring additives, and often nicotine.

E-cigarettes are currently unregulated by the federal government in terms of packaging, labeling, ingredients, and requirements for safety testing. In March 2015, the House of Commons Standing Committee on Health tabled a report that recommended a federal regulatory framework to address these and other issues, including the availability of flavours.

Many individuals are using e-cigarettes in an attempt to reduce or stop tobacco use. Proponents of e-cigarettes are calling on the federal government to declare the product an official nicotine replacement therapy like nicotine gum, some prescription drugs, and the nicotine patch.

There is concern that e-cigarettes are attractive to youth. Both Canada and the US are reporting increasing use by youth. Research commissioned by the Canadian Cancer Society in Quebec found that for the 2012-2013 school year, 9% of students in Grade 6 and 41% of students in Grade 11 had tried e-cigarettes. Flavoured e-cigarettes are heavily marketed and may be tempting to young people.
METHODS

STAKEHOLDER MEETINGS

Department of Health and Wellness staff met with Nova Scotia based associations representing tobacco vendors and convenience store owners, e-cigarette store owners, and non-government health organizations. All meetings were hosted at Department of Health and Wellness. Participants were invited to speak to the issue of flavoured products legislation in the format of their choice.

YOUTH FOCUS GROUPS

Youth focus groups were held in Sydney, Sackville, and New Germany. Participation was voluntary and no identifying information was collected or reported. Questions were developed by Department of Health and Wellness staff. Staff from the department and the Cape Breton District Health Authority facilitated the focus groups. Results were recorded and summarized by department staff.

ONLINE SURVEYS

The online survey tools were developed by Department of Health and Wellness staff. They were pilot tested with a sample of adults (both tobacco and e-cigarette users and non-users) and modifications were made based on the feedback received. The surveys were open from January 20 until February 8, and promoted through a news release and social media.

The surveys used demographic questions related to age, tobacco use status, and e-cigarette use status to explore variation in opinion based on these variables. Frequencies and descriptive statistics were calculated using SAS and Excel with missing data removed from the calculations. The results from the closed-ended questions are presented as frequencies in table format and/or graphs with accompanying text.

The qualitative data from open-ended questions were analyzed using MaxQDA, a qualitative software program. Responses were coded and grouped into emerging themes. A content analysis was completed, and summarized.

The online survey results provide insight into peoples’ views, but are not generalizable to the population because of respondent bias.
TELEPHONE SURVEY

An independent consultant, Thinkwell, was contracted to conduct a telephone-based survey of 500 Nova Scotians age 19 or older on their opinions in relation to flavoured products and potential legislation. The survey tool was developed by the consultant in cooperation with Department of Health and Wellness. The interviews were conducted between January 28 and February 8 by IMP Customer Care – Market Research Division.

The sample included cell phone numbers to ensure adequate representation of younger Nova Scotians, who are increasingly difficult to reach via landlines. The sample was provided by ASDE Survey Sampler, which is a privately owned Canadian company with the ISA 9001-2008 certification. A sample of this size yields results that are accurate within +/- 4.4 percentage points, 19 times out of 20. Sample quotas were set for the age, region, and gender of the respondent.

The data was weighted by these variables to ensure that the final sample is representative of the province’s population and can be generalized as an accurate reflection of Nova Scotians’ opinions.
SUMMARY OF FINDINGS

STAKEHOLDER MEETINGS

Representatives of the tobacco vending community in Nova Scotia recommended that government not take action on flavoured tobacco and instead await further federal restrictions on products such as mini or filtered cigars. Concerns were raised regarding contraband tobacco, particularly in relation to menthol, and that it would increase if banned from legal sale. Representatives cited concerns with the quality of the data being used regarding flavoured tobacco use and youth. It was also noted that government must be mindful of adult users of flavoured tobacco products.

Health stakeholders raised a number of concerns about the issue of flavoured tobacco and recommended that government enact a full ban with no exemptions. Studies were cited that demonstrate youth preference for flavoured tobacco and the risks to allowing flavoured tobacco to stay on the market. Stakeholders were particularly concerned about menthol. They reported that, in a meeting with Service Nova Scotia and Municipal Relations, it was noted that contraband has been on the decline in Nova Scotia in recent years.

Representatives of the e-cigarette industry recommended that government not take action on flavoured e-cigarettes, citing them as essential to the process of reducing or stopping tobacco use. The industry was divided on who should be allowed to sell e-cigarettes. The convenience store industry recommended that e-cigarettes only be sold by stores with an existing tobacco vendor permit. The owners of e-cigarette specialty store recommend that only they be allowed to sell the product, citing safety issues with sale at gas stations and convenience stores.

Although health stakeholders expressed concern about e-cigarettes, they are open to awaiting federal decisions. The majority of health stakeholders recommend exempting e-cigarettes from the ban on flavoured tobacco in the regulations. This would allow government to take action in the future if warranted. One health stakeholder recommended no regulatory action beyond what was enacted in the fall 2014 session.
**YOUTH FOCUS GROUPS**

Results of the youth focus groups varied by location. For flavoured tobacco, menthol was reported as popular among smokers in New Germany and was estimated by the youth at 50% among those youth who smoke. In Sydney, flavoured cigarillos (cappuccino, cherry, vanilla) and blunt wraps/cigars were seen as the most popular and not menthol. Menthol was not seen as popular in Sydney or Sackville. Chewing tobacco was popular among males in both Sackville and Sydney, particularly athletes. Unflavoured cigarettes are still being used and some still prefer this although it is perceived as less cool because of the smell. Most youth did not think that a ban on flavours would help.

There was an urban/rural difference in e-cigarette use. It was less popular in New Germany while youth in Sydney and Sackville reported they are very popular. Youth in Sydney reported that their peers participate in competitions in the stores and are able to purchase products. Youth in Sackville noted that e-cigarettes became very popular when they were in grade 7. Youth in Sydney thought there should be more laws in place, while youth in New Germany and Halifax did not. Youth cited in-store advertisements and social media as a common means of e-cigarette promotions.

**ONLINE SURVEYS**

The online surveys yielded a large number of responses. One survey focused on flavoured tobacco and the other focused on e-cigarette e-juice.

The flavoured tobacco survey had 1483 responses that were included in the analysis. The majority of respondents were between the ages of 30 and 59. 38.8% were non-tobacco users, 40.3% were former tobacco users, and 57.5% had never tried an e-cigarette. Support for restrictions on flavoured tobacco increased with age and was higher among non-smokers and non-e-cigarette users. Results indicated:

- 48.3% were very concerned about the availability of flavoured tobacco products, and 36% were unconcerned.
- 45.9% supported banning menthol products, and 44.8% were opposed.
- 42% supported banning port, whiskey, wine and rum flavoured tobacco products, and 47.7% were opposed.
- 48.4% supported banning flavoured tobacco papers, and 42.9% were opposed.
The flavoured e-cigarette survey had 1302 responses that were included in the analysis. The majority of respondents were between the ages of 30 and 59. 53.1% were former tobacco users, 43.5% were current e-cigarette users, and 38.6% had never tried an e-cigarette. Support for restrictions on flavoured e-cigarettes increased with age and was higher among non-smokers and non-e-cigarette users. Results indicated:

- 40.7% were very concerned about the availability of flavoured e-cigarettes and e-juice, and 45.5% were unconcerned.
- 25.9% supported banning flavoured e-juice, and 68.6% were opposed.
- 28% supported banning certain flavours of e-juice, and 66.7% were opposed.

**TELEPHONE SURVEY**

The telephone survey results are the most reliable measure of public opinion on this issue because a random sample of 500 Nova Scotians was used. They were surveyed with an even distribution across age groups (19 and older), geography and sex. 17% were current smokers and 7% were current e-cigarette users. All respondents were asked all questions. Support for restrictions on flavoured products increased with age and was higher among non-smokers and non-e-cigarette users. Because of the methodology used for the phone survey, the results can be generalized to serve as an accurate reflection of the opinions of Nova Scotians:

- 66% are aware of the availability of flavoured tobacco.
- 69% are concerned about the availability of flavoured tobacco, and 31% are unconcerned.
- 62% support banning menthol flavoured tobacco, and 30% are opposed.
- 53% support banning port/whiskey/wine/rum flavoured tobacco, and 40% are opposed.
- 57% support banning flavoured tobacco papers, and 35% are opposed.
- 93% are aware that e-cigarettes are available in Nova Scotia.
- 70% are concerned about the availability of flavoured e-juice and e-cigarettes, and 28% are unconcerned.
- 58% of support banning flavoured e-juice, and 37% are opposed.
- 67% support banning specific flavours of e-juice that may appeal to youth under 19, and 28% are opposed.
Department of Health and Wellness staff met with Nova Scotia-based associations representing tobacco vendors and convenience store owners, e-cigarette store owners, and non-government health organizations.

All meetings were hosted at Department of Health and Wellness. Participants were invited to speak to the issue of flavoured products legislation in the format of their choice. The following information and recommendations were presented by each stakeholder group to Department of Health and Wellness staff.

**ATLANTIC CONVENIENCE STORES ASSOCIATION**

The Atlantic Convenience Stores Association was represented by president Mike Hammoud at a meeting on January 16, 2015. Mr. Hammoud presented on a variety of issues and posed recommendations to government. The risk of increasing contraband was a common concern across all of the following issues. It was noted that Nova Scotia does not have the resources to restrict inflow of banned products from other jurisdictions.

**Flavoured “mini” or “filtered” cigars**

**Summary:** The association said these products became mainstream in 2004 and were seen by health advocates as targeting youth. These products should be banned, but a pan-Canadian approach is more effective than legislation by each individual province that may not be harmonious.

**Recommendation:** The association recommends that the Government of Nova Scotia wait to see what federal government amendments are introduced before acting independently.
**Menthol cigarettes**

**Summary:** The association said that there is misunderstanding about the issue of menthol and confusion with US information. In Canada, menthol is 4-5% of the market. Menthol has not historically been targeted at youth. The data used and claims made by the Canadian Cancer Society are misleading or not supported by evidence. There is no conclusive association between menthol smoking and smoking initiation or addiction in Canada.

**Recommendation:** The association recommends that the Government of Nova Scotia wait to see what federal government amendments are introduced before acting independently.

**Other flavoured tobacco**

**Summary:** The association said that government must be mindful of tradition and longstanding adult tobacco products (smoked and smokeless) – cigars, cigarillos, pipe tobacco, chewing, dipping, snuff, snus) with aromas attributable to vanilla, port, wine, rum, whiskey, and cherry. There is historically no association with youth.

**Recommendation:** The association recommends that no action be taken on traditional flavoured adult tobacco products such as cigarillos, cigars, pipe tobacco and smokeless products.

**E-cigarettes**

**Summary:** The association said that e-cigarettes are a new product and thus long term health impact is unknown. There is also concern about renormalization of smoking and uptake among youth. Nicotine juice is not currently legal for sale in Canada but is being sold by e-cigarette stores. There is a growing body of knowledge that nicotine e-cigarettes may aid in smoking cessation or reduction. It should be sold by retailers with experience in managing tobacco and should require a permit. The association is supportive of limiting but not eliminating flavours.

**Recommendations:** The association recommends that sale of all nicotine juices should be restricted in the same manner as tobacco products. It is not unreasonable that a modest consumption tax be charged on the sale of nicotine juices to finance monitoring and research into the longer term health impacts of these products.
The Canadian Federation for Independent Business

The Canadian Federation for Independent Business was represented by business consultant Kate Allen at a meeting on January 16, 2015. Ms. Allen shared the contents of a letter from the federation to Minister Glavine. The position of the federation is that they do not support bans on any flavoured products. Key points from the federation’s letter are:

- Business owners in Nova Scotia face numerous challenges in the current economy.

- Bill 60 has already addressed youth access to e-cigarettes. Further regulation is unnecessary and excessive.

- The availability of flavoured e-juice supports adult Nova Scotians in smoking cessation or as an alternative to traditional tobacco products. This market does not include youth.

- The evidence does not support a ban on specific flavoured products and this would have a disproportionately negative impact on small businesses.

- Vendors are concerned about online purchasing as an ongoing issue.

- Request that the department shares the evaluation tools to determine the effectiveness of the proposed ban and clarify whether the ban will be removed if effectiveness cannot be measured.

Canadian Federation for Independent Business has also written to Health Canada on behalf of its members to request clarification on the sale of e-cigarettes.

**Recommendation:** The federation recommends that, in the absence of clear federal direction on this file, the Government of Nova Scotia not impose a ban on flavoured products such as e-juice until such time as a clear and comprehensive set of guidelines are set forth by Health Canada.
HEALTH STAKEHOLDERS

The health stakeholders presented as a group and some also gave individual written submissions at a meeting on January 19, 2015. They were represented by Kelly Cull and Heather Spriet (Canadian Cancer Society), Katie Mallam (Doctors Nova Scotia), Jennifer English (Heart and Stroke Foundation), and Krista McMullin and Sharon MacIntosh (Smoke Free Nova Scotia).

The key points and recommendations of the group presentation are as follows:

**Issues Distracting from Evidence**

_E-cigarettes are presented as a harm reduction tool:_
This is a separate issue from youth use and initiation. It will likely be two to five years before we have a solid foundation of evidence on this issue. Our organizations are not opposed to the fact that e-cigarettes may someday be approved as a quit smoking aid, but the World Health Organization recently concluded that there is not sufficient evidence at this point to conclude either way.

_E-cigarettes do not contain tobacco:_
While this is true, this does not mean that there is no influence on tobacco use. Furthermore, most do contain nicotine, which is the addictive component of tobacco. Nicotine itself poses health harms. The tobacco industry is actively buying up e-cigarette companies or creating their own brands.

**Self-regulation as an option:**
There is ample proof from tobacco sales to minors that self-regulation by industry is not effective. In the latest Tobacco Use and Trends survey, Canadian high school students reported that 43% of the cigarettes they purchased came from a small grocery/convenience store.

**Public opinion and process:**
Social norms can shape public opinion but it is important to remember that these norms change over time and government is in a position to lead this change. In this case, the evidence must be louder.

**Adults should be able to pick their poison:**
Freedom is a concept frequently promoted by the tobacco and e-cigarette industries, but there is nothing freeing about nicotine addiction. Four out of five adults began smoking in their teenage years when they were vulnerable.

**Contraband will skyrocket:**
Despite a tax increase in 2009, legal tobacco sales remained steady in subsequent years. Service Nova Scotia and Municipal Relations recently shared that contraband rates are at 5-6% which is down from 30% five or six years ago. While the concern about contraband is shared, it can be addressed through policy options and enforcement.
**Presentation of Evidence**

Flavoured tobacco is marketed towards children. It makes tobacco more palatable, and encourages initiation and experimentation. Cigarillos are affordable to youth at $2 each. Half of teen tobacco users use flavoured tobacco.

Menthol is a kiddie flavour. Menthol cigarettes are a lethal product laced with a fresh tasting anesthetic. While menthol makes up 4% of all tobacco sales, it was used by 34% of youth smokers.

Kids use e-cigarettes. Forum Research just reported that one in seven Canadians had tried an e-cigarette and that 10% of these individuals had never used a cigarette. In the US, e-cigarette use among teens doubled between 2011 and 2012. Quebec found 9% of Grade 6 students had tried, and 41% of Grade 11 students.

E-cigarettes are marketed towards youth. There are thousands of flavours available. Marketing is reminiscent of tobacco marketing with sexual ads and celebrity endorsements.

Recommendations from health stakeholders:

- Ban all flavoured tobacco with no exceptions.
- Ban all flavoured e-juice with option for regulatory approach.

**LUNG ASSOCIATION OF NOVA SCOTIA**

The Lung Association of Nova Scotia was represented by executive director Louis Brill and director Robert MacDonald at a meeting on January 21, 2015. The following are the key points and recommendations from Mr. Brill’s presentation:

**Bill 60 – E-Cigarettes and Tobacco**

**Summary:** The Lung Association of Nova Scotia said there are key differences between cigarettes and e-cigarettes. Cigarettes contain tobacco, have robust evidence as to their harms, are proven harmful, and smoking them kills. E-cigarettes do not contain tobacco, there is a lack of evidence about them, no harm proven, there may be a potential benefit, and they are recognized for harm reduction.

**Recommendation:** The Lung Association of Nova Scotia recommended that the issue of tobacco smoking and e-cigarette use be considered independently. To combine two fundamentally different products will skew the discussion and likely make intended outcomes more difficult to realize.
**Flavoured Tobacco**

**Summary:** The Lung Association of Nova Scotia said that youth use flavoured tobacco at a much higher rate than adults. This shows that flavours are attractive to children. The statistics from the Propel study were presented. Flavoured tobacco entices people to use tobacco and tobacco kills. Anything that makes smoking attractive must be eliminated. Banning all flavoured tobacco including menthol is the next logical opportunity to show commitment to promoting a healthier Nova Scotia. Doing any exemption is difficult to rationalize.

**Recommendation:** The Lung Association of Nova Scotia urges the Government of Nova Scotia to ban all flavoured tobacco including menthol. This sends a strong message about reducing tobacco use and improving the health of our people.

**E-Cigarettes**

**Summary:** The Lung Association of Nova Scotia said there are a wide range of opinions about e-cigarettes in terms of their safety and use as a harm reduction tool. Almost all e-cigarette users are smokers and are trying to quit. Most have tried various methods to quit and weren’t successful until e-cigarettes. E-cigarettes are sold with nicotine and vendors are self-regulating for age. Consumers are motivated by lower cost, harm reduction, social acceptability, and favorable taste. Although the evidence is anecdotal, it shouldn’t be dismissed. The Lung Association of Nova Scotia would require scientific evidence before recommending e-cigarettes. Harm reduction policies are intended to impact harmful behaviours that people have difficulty stopping (e.g. cigarette filters, safe sex). E-cigarettes are widely recognized as a harm reduction opportunity. There are fundamental differences between tobacco and e-cigarettes in relation to harms (noted above). Nicotine is not harmful on its own and there is no evidence that e-cigarettes are a gateway drug. Big Tobacco involvement is likely inevitable and this should be monitored and regulated.

**Recommendations:** The Lung Association of Nova Scotia recommended that the Government of Nova Scotia ensure all legislation is based on evidence. Acknowledge the anecdotal evidence and potential public health benefit of e-cigarette technology. Stay focused on the goal to decrease the number of people smoking. Urge Health Canada to follow the Food and Drug Administration’s lead or start now to proactively regulate e-cigarette content. Engage with and leverage our research community to study the e-cigarette issue. Use data to inform future public policy development. Lung Association of Nova Scotia fully supports the government’s current e-cigarette regulations (Bill 60). Separate tobacco and e-cigarette legislation. The Lung Association of Nova Scotia urged the government not to impose further regulations on e-cigarettes, including flavoured e-juice, unless guided by evidence.
**DOCTORS NOVA SCOTIA**  
*(written submission)*

**Flavoured tobacco products:**

Banning the sale of flavoured tobacco products should be government’s first priority. Menthol products should be included.

**Flavoured e-juice:**

Ideally, all e-juice flavours should be banned to prevent youth from using the product. However, at this time, it may not be realistic to ban all flavourings. In the interim, government should create the regulatory authority to ban e-juice in the future as more evidence becomes available. This would allow government to act quickly as evidence emerges without re-engaging the broader legislative process.

**Health Canada:**

The provincial government should encourage Health Canada to regulate e-cigarettes in terms of consumer safety standards for cartridges, ensuring labelling of ingredients, requiring child-proof bottles, and that all products should be subject to the same marketing, manufacturing, and sales regulatory framework.

**HEART AND STROKE FOUNDATION**  
*(written submission)*

Strictly regulate e-cigarette advertising and promotion.

Regulate the product, including flavours attractive to youth, and require e-cigarettes to be visually distinct from regular cigarettes.

Should Health Canada approve e-cigarettes with nicotine, it should then have a regulatory framework that includes approval of products on a case-by-case basis, and development of labelling requirements. Restrict access by only allowing via prescription at the outset.

Actively enforce the existing federal ban on e-cigarettes with nicotine.

Dedicate research funding.

**CANADIAN CANCER SOCIETY – NOVA SCOTIA DIVISION**  
*(written submission)*

The society recommended that the Government of Nova Scotia introduce legislation to ban flavoured tobacco, with no exemptions. In order to protect children and youth from the risk of tobacco initiation and addiction posed by flavoured products, it is critical that Nova Scotia not be misled by tobacco industry lobbying efforts into exempting particular products.
**E-CIGARETTE STORE OWNERS**

Department of Health and Wellness staff invited owners of all known e-cigarette shops as of December 2014 to participate in the consultation. A total of 11 businesses were represented by 15 owners and managers. Each business had the option to present for five minutes plus additional time to respond to questions. In addition to these presentations and questions, there was extensive group discussion on the issues.

E-cigarette store owners were also consulted on the development of regulations to support the implementation of Bill 60 which was passed in the fall 2014 sitting of the legislature. It will require e-cigarette stores to refuse admittance to anyone under 19, display Department of Health and Wellness signage at the door regarding the age restriction, and not display additional promotions and signage in the storefront window.

All businesses present were unanimous in their concerns and recommendations, and the results of have been combined and themed below:

**Youth as a Target for Flavoured E-Cigarettes**

E-cigarette store owners said flavoured e-cigarettes are not being targeted towards youth. All businesses agreed that their adult customers highly prefer flavoured e-juice. There is no correlation between flavours and product use. They highlighted the issue that many products are flavoured, such as alcohol, and it does not make sense for government to target e-cigarettes specifically as being attractive to children. Consenting adults should be able to access flavours if they so choose. Penalizing adults won’t stop youth use.

**Role of Flavours in Effectiveness**

E-cigarette store owners said flavoured e-cigarettes help with tobacco reduction and cessation. It was reported that without the variety of flavours, it would be challenging for individuals to maintain abstinence from tobacco products or be as successful at reducing tobacco use. All agreed that if flavours were restricted or banned, individuals would return to using tobacco.

**Provincial Ban on Flavours**

E-cigarette store owners do not support provincial legislation to reduce or ban flavoured e-cigarettes. This is seen to be eliminating the industry completely. Some individuals reported that they would continue to sell flavoured e-cigarettes even if it became illegal as they are so important for people’s health.

**Recommendation:** E-cigarette store owners recommend that the Government of Nova Scotia not enact a provincial ban or restriction on flavoured e-juice or flavoured e-cigarettes.

**Approved Nicotine Replacement Therapies**

**Summary:** E-cigarette store owners reported that existing nicotine replacement therapies (e.g. gum, patch, prescriptions) are not effective and in some cases have very harmful side effects.

**Recommendation:** E-cigarette store owners recommended that the Government of Nova Scotia should view e-cigarettes as a nicotine replacement therapy.
**Self-regulation**

**Summary:** E-cigarette store owners said they are successful at self-regulation. The industry itself has funded the establishment of its own safety regulations such as testing and labelling. They are also committed to not selling the product to minors or even allowing them into the store. One store shared its code of conduct.

**Recommendation:** E-cigarette store owners recommended that the Government of Nova Scotia not over-regulate given the industry’s efforts to self-regulate.

**E-cigarettes have improved**

**Summary:** E-cigarette store owners reported that with each new generation of e-cigarettes, the technology becomes more advanced and safety is improved. This includes advancement in the heating coil.

**Recommendation:** E-cigarette store owners said that over-regulation isn’t necessary given the substantial improvements in safety.

**Demonstration of use is necessary for safety**

**Summary:** Although E-cigarette store owners were generally supportive of the inclusion of e-cigarettes in the Smoke-Free Places Act, they reported that there is a need to be able to use e-cigarettes within the stores for the purposes of educating the customer on how to use the product safely, to allow customers to try flavours, and to allow customers to experience and decide upon different dosages of nicotine content.

**Federal regulations**

**Summary:** E-cigarette store owners are supportive of federal regulation that would address the quality, safety, labeling and packaging of e-cigarettes and related products. Specific regulations noted include ensuring that products are manufactured by reputable companies and meet or surpass Health Canada approvals, be produced in a sterile environment, be lab tested and have proof of this in the store, have ingredients from North America, be in child proof containers, and have printed labels that contain warnings, ingredients, batch dates, and expiration dates. All E-cigarette store owners were aware that this is the jurisdiction of the federal government. At least one e-cigarette store owner who attended this meeting is involved...
with the Canadian Vaping Association, which is actively lobbying the federal government for these regulations. It was shared with attendees that most provincial and territorial governments are also calling for similar action from Health Canada.

**Recommendation:** E-cigarette store owners recommended that the Nova Scotia government continue to support sensible federal regulations.

**Opponents have conflict of interest**

**Summary:** E-cigarette store owners said their products are being attacked by the tobacco industry, the pharmaceutical industry, and organizations that they fund. They shared that the increase in the e-cigarette market has negatively impacted the sale of tobacco products as well as the sale of approved nicotine replacement therapies which are produced and sold by the pharmaceutical industry. As such, much of the lobbying to place restrictions on this product is coming from these industries. Government is also thought to be included in this effort because it receives significant revenue from tobacco taxes. As such, research that establishes the merit of e-cigarettes is being rejected or presented in a misinformed manner. The World Health Organization report was mentioned specifically and it was noted that many researchers collectively spoke out against it.

**Recommendation:** E-cigarette store owners recommended that the Government of Nova Scotia make decisions that are based on research and evidence that is unbiased.

**E-cigarette vs Tobacco**

**Summary:** E-cigarette store owners said their products need to be considered separately from tobacco. They agreed that the term “e-cigarette” and having the product addressed in the Tobacco Access Act added stigma to their product and negatively affects people’s perception of the product and their businesses. They re-emphasized that there is no tobacco in e-cigarettes and that e-cigarettes are substantially safer. They are in essence a consumer product. There is concern that having the two products associated confuses people as to whether there is tobacco in e-cigarettes. Several studies that raise safety concerns were considered to have conflicts of interest or poor methodology.

**Recommendations:** E-cigarette store owners recommended that the Government of Nova Scotia create a piece of legislation for their products separate from the Tobacco Access Act. They also recommended that the terms “vape,” “vapour,” “vapourizers” and “vape/vapour shop or store” be used instead of e-cigarettes.
APPENDIX B: Consultation Results – Youth Focus Groups

Youth focus groups were held in Sydney, Sackville, and New Germany. These locations were chosen to ensure that there was a mix of perspectives from different geographical areas of the province.

All of the youth who participated in the focus groups were minors under the Tobacco Access Act. Youth were informed as to the purpose and focus of the consultation. Participation was voluntary and no identifying information was collected or reported.

Questions were developed by Department of Health and Wellness staff. Staff from the department and the Cape Breton District Health Authority facilitated the focus groups. Results were recorded and summarized by department staff.

Although all of the youth were familiar with both flavoured tobacco and flavoured e-cigarettes, there were some differences in popularity of the products and what types of behaviours they were seeing in their peer groups throughout the province. This was particularly pronounced when comparing urban and rural locations. However, some common themes did emerge with all groups.

**COMMON THEMES**

*Use is more common among males*
Regardless of the product, the youth reported that males more commonly used them than females. This was particularly true of products such as chewing tobacco.

*E-cigarettes are perceived as safe*
E-cigarettes are perceived as safe, especially those that do not contain nicotine. There is a perception that they produce water vapour. E-cigarettes that contain nicotine were seen as more risky.

*Youth like the variety of flavours available*
Youth discussed extensively their favourite flavours and the variety available.

*Social media is a popular promoter*
People promote use by showing videos. Stores promote contests, products, and promotions.

*Youth are not convinced that bans on flavour will work*
For both tobacco and e-cigarettes, youth were not convinced that a ban on flavours would be effective. Some thought it would push youth towards harder drugs.
RESULTS BY LOCATION

SYDNEY

*Flavoured E-Cigarettes*

E-cigarettes were reported as popular among the youth participants in Sydney. All but one of the youth had tried them and noted their favourite flavours. The youth reported that users of e-cigarettes were most commonly male and in high school between the ages of 16-18.

Cost was seen as an issue for younger youth in junior high but if one junior high student got one then it would be shared.

The youth reported that most e-cigarette users are those who do not smoke cigarettes or weed and want to smoke something while others do. Use was reported as frequent.

The youth reported their peers going to “vape stores” and participating in smoke cloud-blowing competitions. They also reported that they use the money they win from these competitions to buy vaping supplies like tanks and juice. Because they are expensive, many kids are spending all of their money on supplies to win the smoking competitions.

They see a lot of product promotion on Facebook from the stores including the contests and competitions. There are also a lot of store signs around Sydney and Glace Bay. Promotion also takes place online by users of the products.

Some youth reported that they try it to stop smoking but then become addicted to the vapour.

When asked about whether government should ban or limit flavoured e-cigarette, the youth felt that those with just vapour and water were fine but that government should ban those with nicotine so that kids don’t get addicted. They thought that those containing nicotine should not be sold to them unless they are 19. They felt that e-cigarettes should stop being used as a toy and that they should only be used to help people quit regular cigarettes.

*Flavoured Tobacco*

The youth reported that regular cigarettes are most popular with youth. They said that most kids try menthols in Grade 6 but don’t like them. Menthol was not perceived to be popular.

Youth only smoke cigars when they buy “blunt wraps” and a free cigar comes with them. Flavoured cigarillos (cherry, vanilla or cappuccino) were purchased if youth had some extra money or if it was a special occasion.

Chewing tobacco is popular with males, especially when they were in junior high.

Although they don’t see much formal advertising of tobacco, the youth did report that local smoke shop owners or staff sometimes promote through their personal Facebook pages. The smoke shops are also visible on the main streets of their towns and have Facebook groups. In general social media is a popular to promote products and demonstrate their use.

When asked about legislation, the youth felt that chewing tobacco should be banned because it is unhealthy and is bad for your teeth and gums.
**NEW GERMANY**

*Flavoured E-Cigarettes*

E-cigarettes were not seen as very popular among students in New Germany. Most thought it was more common among adults although one of the youth in the focus group had one. Now that there are two stores in Bridgewater, they are starting to become more aware of the product and they are easier to get.

Some reported that e-cigarettes can be a cheaper alternative to smoking. People are mainly using e-cigarettes in conjunction with smoking although sometimes it is a habit picked up out of boredom. E-cigarettes don't make you lose your breath like cigarettes and you are able to be more physically active.

The youth felt that if there was a ban in e-cigarettes, it would promote the online market and that people would just find them elsewhere.

*Flavoured Tobacco*

The youth perceived smoking to be dying off somewhat and that people don't want to smell like tobacco.

Youth said that menthol was popular with smokers and estimated about 50% use among those who smoke. They also reported that the favourite brands for flavoured tobacco were Bullseye and Primetime.

The youth thought there was a protective factor for Grade 9 students because they aren't allowed off school property. Once they are in Grade 10 they can go to the “smoke pit.” The youth felt that a ban on flavoured tobacco could lead people to harder drugs and that it wouldn't necessarily work.

**SACKVILLE**

*Flavoured E-Cigarettes*

Similar to Sydney, the youth in Sackville also reported that e-cigarettes/vapourizers were popular among their peer group. The popularity began in grade 7 which is when most youth started trying them. Youth felt that popularity was now highest among grade 10 and 11 students.

The youth reported that accessibility is easy but that lately it has become a bit more difficult to access them. Males and older females were who they see as most likely to use the product. It was also thought that many of them were using the product to get rid of nicotine addiction. They are also being used for marijuana – local shops sell a special attachment that can make the vapourizer work with cannabis.

Social media is a very common way that the product is promoted and the youth also reported seeing advertising at the convenience store near their school.

Motivations for using e-cigarettes include that they are healthier, to help quit, peer pressure, boredom, and that they look cool. When asked about flavour-related bans, youth thought that the flavours should be kept as they taste good, although some thought the ones with nicotine were gross. One youth reported that they would go back to cigarettes without flavours.

Youth questioned why the product was not labeled with ingredients or warnings. They felt that if these labels were present that it might make them make a different decision. Some other youth felt that a ban on flavours would not help people quit smoking, but that perhaps there shouldn't be as much variety available.
**Flavoured Tobacco**

The youth reported that chewing tobacco was popular with males and that Skoal was the favourite brand. They use it at school, with friends, and in relation to playing hockey.

Younger youth (junior high) were not familiar with menthol. Older youth (high school) reported that Primetimes and Canadian Classics (in addition to chewing tobacco) were the most popular types of tobacco among youth.

When asked about a ban on flavours, the youth felt that if people are already addicted to nicotine they would keep using tobacco or that they would find the flavours elsewhere. They also thought that it could cause people to move to more illegal products.
The online survey tools were developed by Department of Health and Wellness staff. They were pilot tested with a sample of adults (both tobacco and e-cigarette users and non-users) and modifications were made based on the feedback received. The surveys were open from January 20 until February 8, and promoted through a news release and social media.

The surveys used demographic questions related to age, tobacco use status, and e-cigarette use status to explore variation in opinion based on these variables. Frequencies and descriptive statistics were calculated using SAS and Excel with missing data removed from the calculations. The results from the closed-ended questions are presented as frequencies in table format and/or graphs with accompanying text. The qualitative data from open-ended questions were analyzed using MaxQDA, a qualitative software program. Responses were coded and grouped into emerging themes. A content analysis was completed, and summarized.

The online survey results provide insight into peoples’ views, but are not generalizable to the population because of respondent bias.

**TOBACCO ONLINE SURVEY RESULTS**

A total of 1721 survey responses were recorded (1694 English and 27 French) and 1483 of them were included in the analysis. There were 238 responses excluded from the analysis based on the following criteria:

- The record was blank (the survey was started but no responses were recorded), n=67
- The age group identified was <19 years, n=11
- The respondent did not identify as being a resident of Nova Scotia (did not choose Nova Scotia and indicated a postal code or phone number not starting with B or 902), n=160

**Demographics – Age, Tobacco Use, E-cigarette Use**

**Age:** The majority of respondents were between the ages of 30 and 59.
**Tobacco Use:** 38.8% of respondents were non-tobacco users and 40.3% were former tobacco users.

**E-cigarette Use:** 57.5% of respondents had never tried an e-cigarette.

**Question 1: How concerned are you with the availability of flavoured tobacco products in Nova Scotia? (N=1477)**

**Overall:** 48.3% of respondents were very concerned about the availability of flavoured tobacco products in Nova Scotia, and 36% were unconcerned.

**Age:** More than 50% of the 20-29 year old age group were unconcerned about the availability of flavoured tobacco products. The percentage of respondents who were very concerned increased with age until the 70-79 year age group. 74.3% of the 70-79 age group were very concerned.
**Tobacco Use:** 64.7% of non-tobacco users were very concerned about the availability of flavoured tobacco products in Nova Scotia. 42.9% of former tobacco users were very concerned and 42% were unconcerned. 64% of current tobacco users were unconcerned.

**E-cigarette use:** 63.7% of respondents who had never tried an e-cigarette were very concerned about the availability of flavoured tobacco products in Nova Scotia. 65.5% of those who had tried an e-cigarette and 61.3% of those who were current e-cigarette users were unconcerned.

**Question 2: Please tell us why you are concerned or not concerned with the availability of flavoured tobacco products in Nova Scotia?**

**Non-tobacco users were either concerned or very concerned because:**
- Flavoured tobacco (e.g. cherry, vanilla) is targeted and marketed towards youth and appeals to them.
- Adding flavour to tobacco may minimize the harm that tobacco has on one’s health.
- Further health concerns were related to cancer and addiction.
- Flavoured tobacco will encourage both adults and youth to start smoking, continue smoking, or smoke more.

**Non-tobacco users were unconcerned because:**
- The flavour ban on tobacco will have no effect on a smoker’s use of tobacco products. They will continue to smoke tobacco – flavours or not.
- Adult smokers should have the freedom to choose what they want to smoke. Tobacco is tobacco.
- In contrast to the tobacco users, a small percent of non-tobacco users said that the ban on flavoured tobacco would have no effect on youth.
Current and former tobacco users were either concerned or very concerned because:

• Flavoured tobacco products will entice people to further use these products, and essentially encourage smoking throughout the population.

• There was the concern that flavours will appeal to youth.

• There was the concern for an individual’s health with these products existing on the market, mainly pertaining to cancer and addiction.

Current and former tobacco users were unconcerned because:

• The flavour ban would have no effect on the availability of flavoured tobacco products. People smoke because of the addiction, regardless of whether a tobacco product has flavour.

• These products are banned from being sold to youth, so flavours are not an issue because youth do not have access to them.

• Adults should have the freedom to choose what they want to smoke, regardless of whether the product is flavoured or not.

Question 3: Should Nova Scotia ban the sale of menthol flavoured tobacco products? (N=1417)

Overall: 45.9% respondents supported banning menthol tobacco products in Nova Scotia, and 44.8% were opposed.

Age: Support for banning menthol increased with age, from 31.8% in the 20-29 age group to 60.6% in the 80+ age group.
**Tobacco Use:** 67.8% of non-tobacco users favoured banning menthol and 23.6% were opposed. There was the opposite trend among former and current tobacco users. More than 80% of current tobacco users opposed a menthol ban.

**E-Cigarette Use:** More than 65% of respondents who had never tried an e-cigarette supported banning menthol. 74.5% of those who had tried an e-cigarette and 81.2% of those who were current e-cigarette users opposed a menthol ban.

**Question 4:** Please state why you think Nova Scotia should ban or not ban menthol flavoured products.

**Non-tobacco users supported banning menthol because:**
- The health concern with menthol products is high, especially with the impression of harm minimization these products may have on an individual.
- The appeal to youth would be higher due to the perceived minimal harm, better taste of the product, and minimized harshness of smoking in comparison to plain tobacco products.
- Encourages smoking not only among youth, but also among all age cohorts because of the previous reasons of perceived minimized harm, better taste, and reduced harshness.

**Current and former tobacco users supported banning menthol because:**
- Menthol products are a major health concern, especially because the mint flavour which minimizes the perception of harm that comes from tobacco use. This is also perceived as encouraging smokers to continue using tobacco products because menthol is not as harsh on the throat and tastes better than plain tobacco.
- Additionally, because the perception of harm is minimized with menthol products, the appeal to children will continue to be high because it tastes better than plain tobacco, smells a bit better, and will not take your breath away.
Current tobacco users opposed banning menthol because:

- A flavour ban on menthol would have no effect on tobacco users because they are already addicted to the nicotine, not necessarily the flavour.

- Tobacco users should be able to access whichever flavour or non-flavour they want, especially because some of the people have been using these products for many years, and taking away menthol from the older generations is not fair.

Question 5: Should Nova Scotia ban port, whiskey, wine and rum flavoured tobacco products? (N=1386)

Overall: 42% of respondents supported banning port, whiskey, wine and rum flavoured tobacco products, and 47.7% were opposed.

Tobacco Use: 61.5% of non-tobacco users supported banning port, whiskey, wine and rum flavoured tobacco products, while 26.8% were opposed. There was the opposite trend among former and current tobacco users. 80.6% of current tobacco users opposed banning them.

Age: In each of the age groups from 20-59, more respondents were opposed banning port, whiskey, wine and rum flavoured products. In each of the age groups 60 and older, more respondents were supportive.
**E-cigarette Use:** 60.7% of respondents who had never tried an e-cigarette supported banning port, whiskey, wine and rum flavoured tobacco products. 78.9% of respondents who had tried an e-cigarette and 84% of respondents who were current e-cigarette users opposed banning them.

**Question 6: Please state why Nova Scotia should or should not ban tobacco products flavoured with port, whiskey, wine and rum?**

**Non-tobacco users supported banning these products because:**
- Alcohol flavours will encourage smoking among all ages because it is more enticing than plain tobacco.
- There is a high appeal to youth because they are not permitted to drink or smoke, and this product is essentially encompassing two of these restrictions in one product.
- Health is a major concern with these products as well because there is potential for further addiction to develop, not only with tobacco products but also with alcohol.

**Current and former tobacco users supported banning these products because:**
- There is a health concern, particularly in regards to addiction. People who are already addicted to nicotine and tobacco products may try these flavours and contemplate drinking alcohol.
- There is also the concern that port, whiskey, wine and rum flavoured tobacco products will encourage smoking among tobacco users because the flavours are enticing.

**Current and former tobacco users opposed banning these products because:**
- Adults who are legally able to use tobacco should be able to decide for themselves whether or not they want to smoke alcohol-flavoured tobacco products.
- The ban would have no effect on people. There would be other ways of obtaining the flavours they want, if that’s what they desire.
- These alcohol-flavoured tobacco products do not affect youth because they are not sold to youth. Additionally, youth are not interested in smoking alcohol flavours, they are just inclined to smoke because of the behavior, not the flavour.
Question 7: Should Nova Scotia include flavoured tobacco papers in a ban on flavoured tobacco products? (N=1372)

Overall: 48.4% of respondents supported banning flavoured tobacco papers, and 42.9% were opposed.

Age: In each of the age groups from 20-49, more respondents were opposed to banning flavoured tobacco papers. In the each of the age groups from 50 and older, more respondents were supportive.

Tobacco Use: 69.3% of non-tobacco users supported banning flavoured tobacco papers, and 24.4% were opposed. There was the opposite trend among the former and current tobacco users. 77.5% of current tobacco users opposed banning them.

E-cigarette Use: 68.5% of respondents who had never tried an e-cigarette supported banning flavoured tobacco papers. 72.5% who had tried an e-cigarette and 77.6% who were current e-cigarette users opposed banning them.
Question 8: Please state why Nova Scotia should or should not include flavoured tobacco papers in a ban on flavoured tobacco products.

Non-tobacco users supported banning these products because:
• The health concern that is associated with this product is huge. Flavoured paper minimizes the poor taste of tobacco and the overall harm to one’s health. Flavoured papers also entice users who are already addicted to tobacco to further use, and persuades new users to try because of the good taste.
• Flavoured papers also encourages other health hindering behaviour, such as smoking illicit drugs, a lot of people use these papers for this purpose.

Non-tobacco users opposed banning these products because:
• The flavour ban on tobacco products has no effect on the population. The papers do not contain tobacco and therefore they are harmless.
• Regardless of the flavoured paper, the habit of smoking and tobacco use will still be present.
• Only adults are permitted to purchase these products, so they should be allowed to do so and have choice in the matter.
• If flavoured papers are banned people will purchase them elsewhere, such as on the streets or online.

Current and former tobacco users supported banning these products because:
• These products encourage smoking tobacco among all ages, and especially to youth. People are encouraged to smoke and use papers to roll their tobacco because they make the tobacco taste like candy or other sweet and preferable tastes.
• This further enticement of tobacco use is also a major health concern because products such as flavoured papers underrate the harm that tobacco has on a person’s health. This is accomplished by masking the true taste of tobacco.
• Flavoured papers are also feeding an intense tobacco and nicotine addiction by giving tobacco users the option of how they would like to use tobacco, and trying to make it somewhat more enjoyable with flavours.
• Flavoured papers are not only being used to smoke tobacco, but they are also being used to smoke illicit drugs and make these drugs more appealing and exciting for the user.
Current and former tobacco users opposed these products because:

- The ban on flavoured tobacco papers will have no effect on tobacco use in the province because flavoured papers are not primarily used to smoke tobacco. They are primarily used to smoke illicit drugs.

- The consumer should also have the right to choose whether or not they would like to roll their tobacco products in flavoured papers or plain papers. Taking away flavoured papers will be taking away people’s right to make decision for themselves.

- Flavoured papers do not effect youth because they are not being sold to youth. This product, along with tobacco is, made for adults.

E-CIGARETTE ONLINE SURVEY RESULTS

A total of 1623 survey responses were recorded (1603 English and 20 French) and 1302 were included in the analysis.

There were 321 responses excluded from the analysis based on the following criteria:

- The record was blank (the survey was started but no responses were recorded), n=41
- The age group identified was <19 years, n=2
- The respondent did not identify as being a resident of Nova Scotia (did not choose NS and indicated a postal code not starting with ‘B’ or 902), n=278

Demographics-Age, Tobacco Use, E-cigarette Use

Age: The majority of respondents were between 30 and 59 years of age.

![Age Distribution Chart]
**Tobacco Use:** 26.7% of the respondents were non-tobacco users, and 53.1% were former tobacco users.

**E-cigarette Use:** 43.5% of respondents were current e-cigarette users, and 38.6% had never tried an e-cigarette.

**Question 1: How concerned are you with the availability of flavoured e-cigarette e-juice in Nova Scotia? (N=1296)**

**Overall:** 40.7% of respondents were very concerned about the availability of flavoured e-cigarette e-juice in Nova Scotia, and 45.5% were unconcerned.

**Age:** In each of the age groups from 20-50, more respondents replied that they were unconcerned with the availability of flavoured e-juice than those in each of the age groups 60 and over.
**Tobacco Use:** 58.2% of non-tobacco users were very concerned about the availability of flavoured e-cigarette e-juice in Nova Scotia. 50.4% of former tobacco users and 64.9% of current tobacco users were unconcerned.

**E-Cigarette Use:** 54.8% of respondents who had never tried an e-cigarette were very concerned about the availability of flavoured e-cigarette e-juice in Nova Scotia. 65.7% who had tried an e-cigarette and 56.8% who were current e-cigarette users were unconcerned.

**Question 2: Please tell us why you are concerned or not concerned with the availability of e-cigarette e-juice in Nova Scotia.**

**Respondents who had never tried an e-cigarette were concerned because:**

- E-cigarette use encourages and normalizes smoking which could lead to tobacco use and addictions.
- Flavoured e-juice (e.g. bubblegum, cherry) is targeted to youth and appeals to them. E-cigarettes could be a gateway to youth smoking tobacco.
- There is a lack of information on the health impacts of e-cigarette use. E-juice is not proven to be safe (e.g. vapor is inhaled into the lungs, e-juice nicotine is addictive). Also there’s no evidence that it’s effective as a smoking cessation aid. It’s an untested product, it has questionable ingredients, and it could be addictive.
- E-cigarettes are not regulated. Currently, e-cigarettes are easy to access: vape shops are everywhere, and e-cigarettes are also sold in pharmacies, gas stations and corner stores. There’s inadequate quality control and misleading information (e.g. assumed to be safe). The products are untested. Nova Scotia should license e-cigarette stores and regulate e-cigarettes like tobacco, nicotine patches, and alcohol.
Respondents who had never tried an e-cigarette were not concerned because:

• E-cigarettes helped their family members or friends quit smoking tobacco. They describe numerous health benefits from this transition (e.g. reduced chronic bronchitis, reduced sleep apnea, less sick).

• There’s no evidence of harm from e-cigarettes or e-juice. Smoking e-cigarettes is better for peoples’ health than smoking tobacco (for both the smoker and people around them).

• E-cigarettes are used by many Nova Scotians to help them quit smoking tobacco.

• Adults should have the right to purchase this product.

• Other products with flavours are not banned (e.g. flavoured alcohols, coolers, sparkling wines).

Current e-cigarette users and those who had tried e-cigarettes were concerned because:

• E-cigarettes helped them and many people they know quit smoking tobacco and reduce nicotine addiction. Most e-cigarette users in the survey described a range of health benefits they’ve experienced in making the transition from tobacco to e-cigarettes (e.g. reduced coughing and other breathing difficulties, more energy, less sleep apnea, increased lung capacity, sick less often, improved relationships with others).

• The flavoured juice is the key draw for tobacco smokers transitioning from cigarettes. Without e-juice flavours, e-cigarette users who have quit smoking tobacco would return to cigarettes.

• Adults should have the right to purchase e-cigarettes and flavoured e-juice. Youth are already restricted from such purchases.

Current e-cigarette users and those who had tried an e-cigarette were not concerned because:

• E-cigarettes are a very effective smoking cessation product. Flavours are key to their success.

• E-cigarettes are improving peoples’ health, saving lives and reducing health care costs.

• Adults enjoy flavoured e-juice and should have the right to consume the products.

• E-cigarettes are not a gateway to tobacco use. They are primarily used as a smoking cessation aid.

• The product is already age restricted.

• If flavoured e-juice is banned, e-cigarette users will go back to smoking tobacco.

• E-cigarettes are safer than tobacco products.

• Government should enforce the age restriction but leave adults alone to make their own decisions.

• There are other more harmful products on the market (e.g. cigarettes, flavoured alcohol).
**Question 3: Should Nova Scotia ban the sale of flavoured e-juice? (N=1245)**

**Overall:** 25.9% of respondents supported banning flavoured e-juice, and 68.6% were opposed.

**Tobacco Use:** 58.5% of non-tobacco users supposed banning flavoured e-juice in Nova Scotia. 80.5% of former tobacco users and 92.6% of current tobacco users were opposed.

**Age:** A higher percentage of respondents opposed banning the sale of flavoured e-juice in all age groups except the 70-79 and 80+ age groups.

**E-cigarette Use:** 58.3% of respondents who had never tried an e-cigarette supposed banning flavoured e-juice. 81% of those who had tried an e-cigarette and 99.5% of current e-cigarette users were opposed.
Question 4: Please state why Nova Scotia should or should not ban the sale of flavoured e-juice.

Current e-cigarette users and those who had tried an e-cigarette opposed a ban because:

- Many Nova Scotians have successfully used e-cigarettes to quit smoking tobacco. Many respondents described the health benefits of being smoke free (e.g. reduced use of inhalers, reduced infections, less trips to the emergency room, less medications for infections, more energy to walk).

- E-juice flavours are the main draw for tobacco smokers making the transition to a safer product. Flavours are a key element of the experience of using e-cigarettes.

- Regulation and age-restrictions are fine but banning e-juice would drive former smokers back to using tobacco – a more dangerous product (e.g. less chemicals in e-juice as compared to cigarettes).

- Banning is premature, there’s no evidence of harm.

- Adults should have the right to purchase this product. It’s a personal choice.

- Other similar products are not banned (e.g. flavoured alcohol, energy drinks).

- Other more harmful products are not banned (e.g. tobacco, alcohol).

- The majority of people who use e-cigarettes are former/current tobacco users who are trying to quit. E-cigarettes are not a gateway to smoking tobacco.

- Government is only concerned with lost tobacco revenue.

Respondents who had never tried an e-cigarette opposed a ban because:

- Many Nova Scotians use e-cigarettes as a way to quit tobacco. It should be available as a tool for people to use to quit smoking.

- Evidence to justify a ban doesn’t exist.

- There are already age restrictions on purchasing e-cigarettes. Adults should have free choice.

- Controls, regulation, age limits, licensing would be enough to protect people.

- There are other more harmful products that Nova Scotia government should be concerned with (e.g. tobacco, alcohol).

- Government is only concerned with lost tobacco revenue.
Respondents who had never tried an e-cigarette supported a ban because:

- E-juice is potentially harmful/toxic, health risks are unknown.

- Nicotine in the e-juice is harmful and addictive.

- More research is needed to determine safety and long-term health consequences. It’s not safe to allow people to access an untested product.

- Flavours lure youth who will start using e-cigarettes and advance to tobacco use.

- Use of e-cigarettes normalizes smoking behavior; re-normalization of smoking is a step backwards for the province.

- Banning is necessary to protect the health of Nova Scotians.

- E-cigarettes should be available only as a smoking cessation aid by prescription.

- Banning all flavours (except tobacco) would reduce their appeal (except as a smoking cessation aid).

- Banning anything that is addictive (e.g. nicotine liquid) would protect people from addictive substances.

**Question 5: Should Nova Scotia limit the sale of certain flavours of e-juice? (N=1220)**

**Overall:** 28% of respondents supported limiting the sale of certain flavours of e-juice, and 66.7% were opposed.

**Age:** The majority of respondents in each age groups, except the 80+ age group, opposed a limit on the sale of certain flavours of e-juice.
**Tobacco Use:** 61.1% of non-tobacco users supported limiting the sale of certain flavours of e-juice. 77.8% of former tobacco users and 87.4% of current tobacco users were opposed.

**E-cigarette Use:** 59.3% of respondents who had never tried an e-cigarette supported limiting the sale of certain flavours of e-juice. 76.3% of respondents who had tried an e-cigarette and 94% of current e-cigarette users were opposed.

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**Question 6:** Please state why Nova Scotia should or should not limit the sale of flavoured e-juice.

**Current e-cigarette users and those who had tried an e-cigarette opposed limiting flavoured e-juice because:**

- Adults should have the right to choose flavours they enjoy.
- Cigarette smokers use e-cigarettes to quit smoking. Flavours are key to their success.
- These products are improving the health and safety of Nova Scotians who smoke tobacco.
- Age restrictions are adequate.
- It doesn’t make sense to ban certain flavours and not others.
- There’s no evidence that flavours are harmful. They’re less harmful than tobacco products.
- Government has not put any limits on other flavoured or harmful products (e.g. flavoured alcohol, flavoured pop, fruity flavoured condoms, flavoured Nicorette gum, tobacco, candy).
- If flavoured e-juice is banned or limited, consumers could just purchase the flavours on line instead.
- There are more important issues government should be addressing (e.g. unemployment, the economy).
Respondents who had never tried an e-cigarette were opposed because:

- The products are an effective tool to help tobacco smokers quit.

- E-cigarettes are better/safer than tobacco, flavours are not harmful.

- More harmful products are on the market (e.g. tobacco, flavoured alcohol).

- Adults should have the right to choose to purchase these products.

- Either ban all flavours or none. It does not make sense to ban some.

- Legal age for purchase is sufficient, no need to limit flavours for adults.

- Artificial flavours are not the problem. Limit dangerous chemicals and/or nicotine.

- Regulate like tobacco products.

- Don’t limit the sale of flavours, ban all flavours.

Respondents who had never tried an e-cigarette were supportive because:

- Flavoured e-juice will appeal to youth, entice them to use e-cigarettes, and may lead to tobacco use. Ban flavours that appeal to youth.

- Liquid nicotine is harmful. Ban sale of e-juice with nicotine.

- Only make the product available to adults who are engaged in smoking cessation.

- Reduce flavour options to discourage non-smokers from taking up the habit. Ban all but tobacco and menthol flavours.

- Regulate like tobacco products, restrict sales to adults only.

- Flavouring attracts new users. Don’t limit flavours, ban them all.

- There are health risks associated with e-cigarette use.
The Department of Health and Wellness engaged Thinkwell to conduct a telephone survey of a representative sample of adult Nova Scotians. The following are the results of this survey.

1.0 BACKGROUND AND METHODOLOGY

The Nova Scotia Department of Health and Wellness engaged us to conduct survey research on the topic of flavoured tobacco and e-cigarettes.

The primary objectives of the research were to:

• Assess public awareness of these products;
• Determine current levels of concern about flavoured tobacco products;
• Probe openness to and support for banning certain products.

Methodology

This project evaluated Nova Scotians’ opinions on flavoured tobacco using survey research. We conducted telephone surveys with 500 adult (19+) Nova Scotians. The interviews were conducted between January 28, 2014 and February 8, 2015 by IMP Customer Care – Market Research Division, from their call centre facility in Windsor, Nova Scotia.

The sample was “boosted up” with cell phone numbers to ensure adequate representation of younger Nova Scotians, who are increasingly difficult to reach via landlines. The sample was provided by ASDE Survey Sampler. ASDE Survey Sampler is a privately owned Canadian company, with the ISA 9001-2008 certification.

A sample of this size yields results that are accurate within +/- 4.4 percentage points 19 times out of 20.

Sample quotas were set for the age, region, and gender of the respondent. The data was weighted by these variables to ensure that the final sample is representative of the province’s population.

Questionnaire Design

We designed the survey in cooperation with the Department of Health and Wellness.

Additional Considerations

The percentage totals detailed in this report may not add up to 100, due to rounding. Also, all figures are reported in integers.
2.0 QUICK STATS

Respondent Profile

500  The # of adult Nova Scotians who completed the survey
47 / 53  The % of male and female respondents
17  The % of respondents who smoke (daily or occasionally)
18  The % of respondents who have used an e-cigarette
7  The % of respondents who are still using e-cigarettes

Flavoured Tobacco

66  The percentage of Nova Scotians who are aware of the availability of flavoured tobacco in Nova Scotia
69  The percentage of Nova Scotians who are concerned about the availability of flavoured tobacco
62  The percentage of Nova Scotians who support banning menthol flavoured tobacco products
53  The percentage of Nova Scotians who support banning port/whiskey/wine flavoured tobacco products
57  The percentage of Nova Scotians who support banning flavoured tobacco papers

E-cigarettes

93  The percentage of Nova Scotians who are aware that e-cigarettes are available in Nova Scotia
70  The percentage of Nova Scotians who are concerned about the availability of flavoured e-juice
58  The percentage of Nova Scotians who support banning flavoured e-juice
67  The percentage of Nova Scotians who support banning specific flavours of e-juice that may appeal to those under 19
3.0 DETAILED FINDINGS

3.1 Flavoured Tobacco

Most Nova Scotians know that flavoured tobacco products are sold in Nova Scotia, although one-third are unaware.

Q. Are you aware that tobacco products, including cigarillos, cigars, and chewing tobacco, are available for sale in Nova Scotia in different flavours such as cherry, peach and chocolate?

Further Analysis

Age: Awareness of flavoured tobacco products decreases with increasing age; while 4 in 5 (81%) Nova Scotians under the age of 35 say they are aware, fewer than 3 in 5 (58%) Nova Scotians over 55 say the same.

Geography: Residents of Cape Breton (53%) are less likely to be aware of flavoured tobacco products than residents of the HRM (67%) or Mainland Nova Scotia\(^1\) (70%).

The majority of Nova Scotians are concerned about the availability of flavoured tobacco in Nova Scotia.

Q. As you may or may not know, flavoured tobacco products such as candy or fruit-flavoured cigarillos, cigars, and chewing tobacco – are currently available in Nova Scotia. Recent studies show that flavoured tobacco is more popular compared to unflavoured products, especially among youth who reported smoking in the past month, that is, those under the age of 19. How would you rate your level of concern over the availability of flavoured tobacco in Nova Scotia? Would you say you are...

Further Analysis

Gender: Women (46%) are more likely to be very concerned about the availability of flavoured tobacco than men (32%).

Age: Nova Scotians under the age of 35 are the least likely to be very concerned (17%) about flavoured tobacco.

Geography: Residents of Cape Breton (54%) are more likely to be very concerned than residents of HRM (32%) or the Mainland (41%).

\(^1\) This refers to all counties of Nova Scotia other than HRM/Halifax County and Cape Breton.
**Smokers:** Nova Scotians who do not smoke (74%) are more likely to be concerned about flavoured tobacco products than those who smoke occasionally (22%) or daily (43%).

**E-Cigarettes:** Similarly, those who have never used e-cigarettes (75%) are more likely to be concerned than those who have used e-cigarettes (43%).

In general, Nova Scotians are more likely to support banning various flavoured tobacco products than they are to oppose. Support is strongest for banning sale of menthol flavoured tobacco products.

**Q. Would you say you strongly support, generally support, generally oppose, or strongly oppose banning the sale of [menthol flavoured tobacco/tobacco that is flavoured with port, whiskey, wine, or rum/flavoured tobacco papers] in Nova Scotia?**

![Bar chart showing support levels for banning various flavoured products.](chart.png)

**Further Analysis**

**Smokers:** Nova Scotians who do not smoke are more likely to support banning flavoured tobacco products than those who smoke occasionally or daily.

**E-Cigarettes:** Similarly, those who have never used e-cigarettes are more likely to support banning these products than those who have used e-cigarettes.

**Age:** Nova Scotians under 35 are much less likely to strongly support banning flavoured tobacco products than older residents (e.g., 19% of young Nova Scotians strongly support banning menthol tobacco, versus 52% of those 55+).

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2 For reporting purposes, this excludes the preamble that accompanied the questions. For the full questions, please see the questionnaire at the end of the report.
3.2 E-Cigarettes

Most Nova Scotians are aware that e-cigarettes are being used in Nova Scotia; among this group, the vast majority are also aware that flavoured liquid is sold to be used in the device.

Q. Are you aware that electronic cigarettes, often called e-cigarettes, are being used in Nova Scotia?

Q. And are you aware that cartridges containing flavoured liquid, to be used in these devices, are available for sale in Nova Scotia? N = 467

Further Analysis

Education: Awareness of e-cigarettes increases with education level. Those with less than a high school education are the least likely to be aware that they are being used in Nova Scotia (76%).

Gender: Men (85%) are more likely to be aware of the flavoured e-cigarette cartridges than are women (75%).

Age: Awareness of flavoured e-cigarette cartridges decreases with increasing age. It’s highest among 18-34 year olds (90%) and lowest among those 55 and older (71%).

The majority of Nova Scotians are concerned about the availability of flavoured e-juice in Nova Scotia.

Q. As you may or may not know, an e-cigarette is a vaporizing or inhalant-type of device. E-cigarette users can purchase cartridges containing flavoured or flavourless liquid called e-juice that, when heated, vaporizes the liquid. The liquid may contain nicotine, and can come in a wide variety of flavours, such as cotton candy, apple pie, and ginger bread. The Nova Scotia government is concerned about those under the age of 19 using e-cigarettes and flavoured e-juice, and its connection to nicotine addiction. How would you rate your own level of concern over the availability of flavoured e-juice in Nova Scotia? Would you say you are...

Further Analysis

Gender: Women (50%) are more likely to say they are very concerned about the availability of flavoured e-juice than are men (40%).

Education: Nova Scotians with less than a high school education are the most likely to be very concerned about flavoured e-juice (63%).

Age: Nova Scotians under the age of 35 are the least likely to be concerned about flavoured e-juice (53%).
Nearly six-in-ten Nova Scotians support banning flavoured e-juice, while just under four-in-ten oppose this change.

Q. Would you say you strongly support, generally support, generally oppose, or strongly oppose banning the sale of flavoured e-juice in Nova Scotia?

**Further Analysis**

**Gender:** Women (48%) are more likely to strongly support banning flavoured e-juice than men (35%).

**Age:** Support for banning flavoured e-juice increases with increasing age; while only 1 in 5 (20%) Nova Scotians under 35 strongly support banning the product, more than half (54%) of those over 55 say the same.

**Smokers:** Nova Scotians who do not smoke (60%) are more likely to support banning flavoured e-juice than those who smoke occasionally (39%) or daily (40%).

**E-Cigarettes:** Similarly, those who have never used e-cigarettes (66%) are more likely to support banning the product than those who have used the devices (18%).

A strong majority of Nova Scotians support banning the sale of flavours of e-juice that may have special appeal to those under the age of 19.

Q. Would you strongly support, generally support, generally oppose, or strongly oppose banning the sale of certain flavours of e-juice that might have a special appeal to those under the age of 19 in Nova Scotia?

**Further Analysis**

**Gender:** Women (56%) are more likely to strongly support banning certain flavours of e-juice than men (42%).

**Age:** Support for banning specific e-juice flavours increases with increasing age; while only 1 in 5 (18%) Nova Scotians under 35 strongly support banning the product, nearly two-thirds (63%) of those over 55 say the same.

**Smokers:** Nova Scotians who do not smoke (72%) are more likely to support banning certain flavours of e-juice than those who smoke occasionally (44%) or daily (46%).

**E-Cigarettes:** Similarly, those who have never used e-cigarettes (72%) are more likely to support banning the product than those who have (48%).
### 4.0 DEMOGRAPHIC PROFILE

This table outlines the demographic profile of respondents.

<table>
<thead>
<tr>
<th>Demographic Characteristic</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>47%</td>
</tr>
<tr>
<td>Female</td>
<td>53%</td>
</tr>
<tr>
<td><strong>Home</strong></td>
<td></td>
</tr>
<tr>
<td>Own</td>
<td>78%</td>
</tr>
<tr>
<td>Rent</td>
<td>19%</td>
</tr>
<tr>
<td>Refused/DNK</td>
<td>3%</td>
</tr>
<tr>
<td><strong>Families (1% refused)</strong></td>
<td></td>
</tr>
<tr>
<td>Have children (living at home)</td>
<td>33%</td>
</tr>
<tr>
<td>No children</td>
<td>66%</td>
</tr>
<tr>
<td><strong>Marital Status (2% refused)</strong></td>
<td></td>
</tr>
<tr>
<td>Single (never married)</td>
<td>22%</td>
</tr>
<tr>
<td>Married/common-law</td>
<td>62%</td>
</tr>
<tr>
<td>Previously married (divorced/widowed)</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
</tr>
<tr>
<td>25 to 34</td>
<td>16%</td>
</tr>
<tr>
<td>35 to 44</td>
<td>18%</td>
</tr>
<tr>
<td>45 to 54</td>
<td>23%</td>
</tr>
<tr>
<td>55 to 64</td>
<td>21%</td>
</tr>
<tr>
<td>65 or older</td>
<td>22%</td>
</tr>
<tr>
<td><strong>Household Income</strong></td>
<td></td>
</tr>
<tr>
<td>Under 25k</td>
<td>10%</td>
</tr>
<tr>
<td>25 – 49k</td>
<td>17%</td>
</tr>
<tr>
<td>50 – 74k</td>
<td>18%</td>
</tr>
<tr>
<td>75 – 100k</td>
<td>14%</td>
</tr>
<tr>
<td>Over 100k</td>
<td>22%</td>
</tr>
<tr>
<td>Prefer not to say</td>
<td>19%</td>
</tr>
<tr>
<td><strong>Education (1% refused)</strong></td>
<td></td>
</tr>
<tr>
<td>Less than HS</td>
<td>5%</td>
</tr>
<tr>
<td>Graduated HS</td>
<td>14%</td>
</tr>
<tr>
<td>Some college</td>
<td>6%</td>
</tr>
<tr>
<td>Graduated college</td>
<td>23%</td>
</tr>
<tr>
<td>Some university</td>
<td>14%</td>
</tr>
<tr>
<td>Graduated university</td>
<td>38%</td>
</tr>
<tr>
<td><strong>Employment (1% refused)</strong></td>
<td></td>
</tr>
<tr>
<td>Employed</td>
<td>58%</td>
</tr>
<tr>
<td>Retired</td>
<td>27%</td>
</tr>
<tr>
<td>Other (student, not employed, etc.)</td>
<td>15%</td>
</tr>
<tr>
<td><strong>Smoking (&lt;1% refused)</strong></td>
<td></td>
</tr>
<tr>
<td>Daily</td>
<td>12%</td>
</tr>
<tr>
<td>Occasionally</td>
<td>5%</td>
</tr>
<tr>
<td>Not at all</td>
<td>83%</td>
</tr>
<tr>
<td><strong>E-Cigarette Use (&lt;1% refused)</strong></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>18%</td>
</tr>
<tr>
<td>*Still using</td>
<td>7%</td>
</tr>
<tr>
<td>*No longer using</td>
<td>11%</td>
</tr>
<tr>
<td>No</td>
<td>82%</td>
</tr>
</tbody>
</table>
5.0 QUESTIONNAIRE

A. Introduction

Hi. I’m calling from Thinkwell Research, a public opinion research company. Today we are conducting a survey about some public policy issues in Nova Scotia. The survey will only take about 10 minutes to complete. Would you mind if I asked you some questions? All of your responses will be kept strictly confidential but aggregate results may be made public.

• If yes, thank and proceed
• If refuse to participate, thank respondent and terminate the call.
• If willing to participate at another time, arrange call back

Date: ____________________________

Time: ____________________________

Before we begin, are you, or anyone in your household, currently employed by:

• A market research, public relations, or advertising firm?
• A political party or interest group?
• A newspaper, or a radio or television station, or any other news or media organization?

IF YES TO ANY OF THE ABOVE, THANK AND TERMINATE

IF NO, CONTINUE

A1. Gender: BY OBSERVATION

Male 1
Female 2

A2. Since we must speak to people belonging to various age groups, would you please tell me into which of the following broad categories does your age fall?

READ

Under 19 years old THANK & TERMINATE
19 – 24 1
25 – 34 2
35 – 44 3
45 – 54 4
55 – 64 5
65 or older 6
(VOL) Prefer not to say THANK & TERMINATE

Thank you. Let’s begin...

Q1. Are you aware that tobacco products, including cigarillos, cigars, and chewing tobacco, are available for sale in Nova Scotia in different flavours such as cherry, peach and chocolate?

1 Yes
2 No
3 Not sure/don’t know

Q2. As you may or may not know, flavoured tobacco products such as candy or fruit-flavoured cigarillos, cigars, and chewing tobacco – are currently available in Nova Scotia. Recent studies show that flavoured tobacco is more popular compared to unflavoured products, especially among youth who reported smoking in the past month, that is, those under the age of 19.
Q3. How would you rate your level of concern over the availability of flavoured tobacco in Nova Scotia? Would you say you are...

1 Very concerned
2 Somewhat concerned
3 Not very concerned
4 Not concerned at all
7 (VOL) Depends
   (please specify: ______________ )
8 (VOL) Don’t know/not sure

Q4. Another type of flavoured tobacco that could be included in the ban are those that come in flavours that may have more appeal to adults, such as port, whiskey, wine and rum.

Would you say you ... banning the sale of tobacco that is flavoured with port, whisky, wine or rum, in Nova Scotia?

READ SCALE

1 Strongly support
2 Generally support
3 Generally oppose
4 Strongly oppose
6 (VOL) Neither support nor oppose
7 (VOL) Depends
   (please specify: ______________ )
8 (VOL) Don’t know/not sure

Q5. In addition to flavouring tobacco itself, flavoured tobacco papers can be used to impart a flavour on unflavoured tobacco.

Would you say you ... banning flavoured tobacco papers in Nova Scotia?

READ SCALE

1 Strongly support
2 Generally support
3 Generally oppose
4 Strongly oppose
6 (VOL) Neither support nor oppose
7 (VOL) Depends
   (please specify: ______________ )
8 (VOL) Don’t know/not sure

And moving now to a related topic...
Q6a. Are you aware that electronic cigarettes, often called e-cigarettes, are being used in Nova Scotia?

1 Yes
2 No (SKIP TO Q7)
3 Not sure/Don’t know (SKIP TO Q7)

Q6b. And are you aware that cartridges containing flavoured liquid, to be used in these devices, are available for sale in Nova Scotia?

1 Yes
2 No
3 Not sure/Don’t know

Q7. As you may or may not know, an e-cigarette is a vaporizing or inhalant-type of device. E-cigarette users can purchase cartridges containing flavoured or flavourless liquid called e-juice that, when heated, vaporizes the liquid. The liquid may contain nicotine, and can come in a wide variety of flavours, such as cotton candy, apple pie, and ginger bread.

The Nova Scotia government is concerned about those under the age of 19 using e-cigarettes and flavoured e-juice, and its connection to nicotine addiction.

How would you rate your own level of concern over the availability of flavoured e-juice in Nova Scotia? Would you say you are...?

1 Very concerned
2 Somewhat concerned
3 Not very concerned
4 Not concerned at all
7 (VOL) Depends
   (please specify: ____________ )
8 (VOL) Don’t know/not sure

Q8a. And would you say you ... banning the sale of flavoured e-juice in Nova Scotia?

READ SCALE

1 Strongly support
2 Generally support
3 Generally oppose
4 Strongly oppose
6 (VOL) Neither support nor oppose
7 (VOL) Depends
   (please specify: ____________ )
8 (VOL) Don’t know/not sure

Q8b. Would you ... banning the sale of certain flavours of e-juice that might have a special appeal to those under the age of 19 in Nova Scotia?

READ SCALE

1 Strongly support
2 Generally support
3 Generally oppose
4 Strongly oppose
6 (VOL) Neither support nor oppose
7 (VOL) Depends
   (please specify: ____________ )
8 (VOL) Don’t know/not sure
D. Demographics

We now have a few final questions about you and your household that will help us analyze the survey results. As with all the answers you have provided, your responses will be kept strictly confidential.

D1 Which of the following best describes your current employment status? Are you...

1 Employed by a company or organization
2 Self-employed
3 Not employed outside the house and looking for work
4 Not employed outside the house and not looking for work
5 Retired
6 A student
7 Refused (VOL)

D2 Which of the following categories best represents the highest level of education you have completed?

1 Less than high school
2 Graduated high school
3 Some trade/technical college
4 Graduated trade/technical college
5 Some University
6 Graduated University
7 Refused (VOL)

D3 What is your total annual household income before taxes and deductions?

1 Under $25,000 per year
2 $25,000-$50,000 per year
3 $50,000-$74,000 per year
4 $75,000-$100,000 per year
5 Over $100,000 per year
6 Prefer not to say

D4 Which of the following best describes your marital status?

1 Single (never married)
2 Living common-law
3 Married
4 Separated
5 Divorced
6 Widowed
7 Refused (VOL)

D5 Do you own or rent the home you are currently living in?

4 Own
5 Rent
8 Refused (VOL)

D6 Do you have children 18 or under living at home?

1 Yes
2 No
8 Refused (VOL)

D8 At the present time, do you smoke tobacco in the form of cigarettes, cigars, cigarillos, pipes or hookahs daily, occasionally, or not at all?

1 Daily
2 Occasionally
3 Not at all
9 (VOL) Refused
D9  And finally, have you ever used an electronic or e-cigarette?

1 Yes
2 No
9 (VOL) Refused

D10 (IF D9=YES) Are you still using e-cigarettes, even on an occasional basis?

1 Yes
2 No
9 (VOL) Refused

That’s the end of the survey. Thanks very much for your time and cooperation.

6.0 ABOUT THINKWELL

Thinkwell Research is a Halifax, Nova Scotia based public opinion and market research firm. Since 2003, Thinkwell has provided custom research services to a wide range of clients, including members of the government, post secondary education, finance, telecommunications, energy, retail, natural resources, agriculture, personal fitness and information technology industries. These projects have taken a variety of forms, including customer and employee satisfaction surveys, market feasibility studies, public policy and political surveys, message testing and brand positioning research.

While locally-owned and operated, Thinkwell Research is proud to be the only Atlantic Canadian member of the Nanos Research Group. Nanos Research (formerly SES) is one of North America’s premier marketing and public opinion research firms, and is the official pollster for CTV and the Globe and Mail. The Nanos Research Group is a national team of like-minded research professionals and organizations bound by a common commitment to quality research and services as well as superior research outcomes.

Thinkwell also holds the Market Research Intelligence Association (MRIA) Gold Seal certification. This distinction was achieved through self-assessment, with the help of an independent, third party Reviewer; and it is one of MRIA’s primary mechanisms for developing (and maintaining) world-class professional research standards.