

## MULTI-COUNTRY SURVEY: SWITZERLAND

### Topline Report

**SAMPLE:** 1,373 general population adults (21+)

**WEIGHTING:** The data has been weighted by gender, age, language region, education, canton, cigarettes usage by language region, e-cigarette usage, and heated tobacco product usage to match national statistics.

**METHODOLOGY:** Online

**FIELD DATES:** 18-30 May, 2021

**FIELDWORK PROVIDER:** gfs.bern

**RESEARCH AGENCY:** Povaddo

S1. Please indicate your gender:

	%
Male	49%
Female	51%

S2. How old are you?

	%
21-34	26%
35-54	30%
55+	45%

S6. Please indicate your region of main residence:

	%
Zürich	17%
Bern; Berne	12%
Luzern	5%
Uri	0%
Schwyz	2%
Obwalden	1%
Nidwalden	1%
Glarus	0%
Zug	1%
Fribourg; Freiburg	4%
Solothurn	3%
Basel-Stadt	3%
Basel-Landschaft	3%
Schaffhausen	1%
Appenzell Ausserrhoden	1%
Appenzell Innerrhoden	0%
St. Gallen	6%
Graubünden; Grischun; Grigioni	2%
Aargau	8%
Thurgau	3%
Ticino	4%
Vaud	9%
Valais; Wallis	4%
Neuchâtel	2%
Genève	6%
Jura	1%

S7. Please indicate whether you regularly use, occasionally use, formerly use, or have never used each of the following. Cigarettes

	%
<b>TOTAL USER</b>	<b>25%</b>
<b>TOTAL NON-USER</b>	<b>75%</b>
Regularly use	20%
Occasionally use	5%
Formerly use	39%
Never used	36%

S8. Please indicate whether you regularly use, occasionally use, formerly use, or have never used each of the following. E-cigarettes

	%
<b>TOTAL USER</b>	5%
<b>TOTAL NON-USER</b>	95%
Regularly use	3%
Occasionally use	2%
Formerly use	13%
Never used	82%

S9. Please indicate whether you regularly use, occasionally use, formerly use, or have never used each of the following. Heat-not-burn tobacco products

	%
<b>TOTAL USER</b>	5%
<b>TOTAL NON-USER</b>	95%
Regularly use	2%
Occasionally use	3%
Formerly use	7%
Never used	88%

S10. Please indicate whether you regularly use, occasionally use, formerly use, or have never used each of the following. Tea bags

	%
<b>TOTAL USER</b>	91%
<b>TOTAL NON-USER</b>	9%
Regularly use	45%
Occasionally use	47%
Formerly use	6%
Never used	3%

S11. Please indicate whether you regularly use, occasionally use, formerly use, or have never used each of the following. Liquid washing detergent

	%
<b>TOTAL USER</b>	83%
<b>TOTAL NON-USER</b>	17%
Regularly use	59%
Occasionally use	24%
Formerly use	9%
Never used	8%

Q1. Do you believe governments have a responsibility to embrace the latest scientific and technological developments?

	%
<b>TOTAL YES</b>	75%
<b>TOTAL NO</b>	16%
<b>Yes – definitely</b>	21%
<b>Yes</b>	54%
<b>No</b>	13%
<b>No – definitely not</b>	3%
<b>Unsure</b>	9%

[IF Q1="YES – DEFINITELY" OR "YES", ASK:] Q2a. For each of the following, please indicate whether you believe they have a responsibility to embrace the latest scientific and technological developments. Intergovernmental organizations such as the UN and the World Health Organization

	%
<b>TOTAL YES</b>	93%
<b>TOTAL NO</b>	4%
<b>Yes – definitely</b>	33%
<b>Yes</b>	61%
<b>No</b>	3%
<b>No – definitely not</b>	1%
<b>Unsure</b>	3%

[IF Q1="YES – DEFINITELY" OR "YES", ASK:] Q2b. For each of the following, please indicate whether you believe they have a responsibility to embrace the latest scientific and technological developments. Your national/federal government

	%
<b>TOTAL YES</b>	96%
<b>TOTAL NO</b>	3%
<b>Yes – definitely</b>	32%
<b>Yes</b>	64%
<b>No</b>	2%
<b>No – definitely not</b>	0%
<b>Unsure</b>	1%

[IF Q1="YES – DEFINITELY" OR "YES", ASK:] Q2c. For each of the following, please indicate whether you believe they have a responsibility to embrace the latest scientific and technological developments. Your Cantonal government

	%
<b>TOTAL YES</b>	93%
<b>TOTAL NO</b>	4%
<b>Yes – definitely</b>	27%
<b>Yes</b>	66%
<b>No</b>	4%
<b>No – definitely not</b>	0%
<b>Unsure</b>	3%

[IF Q1="YES – DEFINITELY" OR "YES", ASK:] Q2d. For each of the following, please indicate whether you believe they have a responsibility to embrace the latest scientific and technological developments. Your local, communal government

	%
<b>TOTAL YES</b>	85%
<b>TOTAL NO</b>	12%
<b>Yes – definitely</b>	22%
<b>Yes</b>	62%
<b>No</b>	10%
<b>No – definitely not</b>	1%
<b>Unsure</b>	4%

Q3. And, how hopeful are you that governments will actually embrace the latest scientific and technological developments?

	%
<b>TOTAL HOPEFUL</b>	71%
<b>TOTAL NOT HOPEFUL</b>	23%
<b>Very hopeful</b>	18%
<b>Somewhat hopeful</b>	53%
<b>Not very hopeful</b>	21%
<b>Not at all hopeful</b>	2%
<b>Unsure</b>	5%

Q4. Generally speaking, do you believe the Federal Government has done a good job or a poor job ensuring that society has access to the latest scientific and technological developments?

	%
<b>TOTAL GOOD JOB</b>	72%
<b>TOTAL POOR JOB</b>	20%
<b>Good job – strongly</b>	12%
<b>Good job – somewhat</b>	60%
<b>Poor job – somewhat</b>	17%
<b>Poor job – strongly</b>	3%
<b>Unsure</b>	9%

Q5. Do you believe businesses have a responsibility to embrace the latest scientific and technological developments?

	%
<b>TOTAL YES</b>	66%
<b>TOTAL NO</b>	27%
<b>Yes – definitely</b>	19%
<b>Yes</b>	47%
<b>No</b>	24%
<b>No – definitely not</b>	3%
<b>Unsure</b>	7%

Q6. And, how hopeful are you that businesses will actually embrace the latest scientific and technological developments?

	%
<b>TOTAL HOPEFUL</b>	78%
<b>TOTAL NOT HOPEFUL</b>	17%
<b>Very hopeful</b>	22%
<b>Somewhat hopeful</b>	55%
<b>Not very hopeful</b>	16%
<b>Not at all hopeful</b>	2%
<b>Unsure</b>	5%

Q7. Generally speaking, do you believe businesses have done a good job or a poor job ensuring that society has access to the latest scientific and technological developments?

	%
<b>TOTAL GOOD JOB</b>	67%
<b>TOTAL POOR JOB</b>	22%
<b>Good job – strongly</b>	7%
<b>Good job – somewhat</b>	60%
<b>Poor job – somewhat</b>	19%
<b>Poor job – strongly</b>	2%
<b>Unsure</b>	12%

Q8 SUMMARY TABLE (% TOTAL IMPORTANT). How important do you believe it is for government to dedicate time and resources to each of the following?

	%
<b>Ensuring quality and affordable healthcare for all</b>	96%
<b>Planning for future pandemics</b>	93%
<b>Combating climate change</b>	90%
<b>Improving the economy</b>	89%
<b>Improving mental health services</b>	88%
<b>Deploying vaccines to the entire population</b>	79%
<b>Encouraging healthier eating habits</b>	77%
<b>Reducing illegal drug use</b>	75%
<b>Encouraging healthier drinking habits</b>	73%
<b>Reducing smoking rates</b>	68%

Q8a. How important do you believe it is for government to dedicate time and resources to each of the following?  
Reducing smoking rates

	%
<b>TOTAL IMPORTANT</b>	68%
<b>TOTAL NOT IMPORTANT</b>	31%
<b>Very important</b>	30%
<b>Somewhat important</b>	38%
<b>Not very important</b>	22%
<b>Not at all important</b>	9%
<b>Unsure</b>	1%

Q8b. How important do you believe it is for government to dedicate time and resources to each of the following?  
Improving mental health services

	%
<b>TOTAL IMPORTANT</b>	88%
<b>TOTAL NOT IMPORTANT</b>	12%
<b>Very important</b>	46%
<b>Somewhat important</b>	42%
<b>Not very important</b>	10%
<b>Not at all important</b>	2%
<b>Unsure</b>	1%

Q8c. How important do you believe it is for government to dedicate time and resources to each of the following?  
Encouraging healthier eating habits

	%
<b>TOTAL IMPORTANT</b>	77%
<b>TOTAL NOT IMPORTANT</b>	23%
<b>Very important</b>	37%
<b>Somewhat important</b>	40%
<b>Not very important</b>	17%
<b>Not at all important</b>	5%
<b>Unsure</b>	1%

Q8d. How important do you believe it is for government to dedicate time and resources to each of the following?  
Reducing illegal drug use

	%
<b>TOTAL IMPORTANT</b>	75%
<b>TOTAL NOT IMPORTANT</b>	24%
<b>Very important</b>	37%
<b>Somewhat important</b>	37%
<b>Not very important</b>	19%
<b>Not at all important</b>	5%
<b>Unsure</b>	1%



Q8e. How important do you believe it is for government to dedicate time and resources to each of the following?  
 Planning for future pandemics

	%
<b>TOTAL IMPORTANT</b>	93%
<b>TOTAL NOT IMPORTANT</b>	7%
<b>Very important</b>	60%
<b>Somewhat important</b>	33%
<b>Not very important</b>	5%
<b>Not at all important</b>	1%
<b>Unsure</b>	1%

Q8f. How important do you believe it is for government to dedicate time and resources to each of the following?  
 Improving the economy

	%
<b>TOTAL IMPORTANT</b>	89%
<b>TOTAL NOT IMPORTANT</b>	10%
<b>Very important</b>	47%
<b>Somewhat important</b>	43%
<b>Not very important</b>	9%
<b>Not at all important</b>	1%
<b>Unsure</b>	1%

Q8g. How important do you believe it is for government to dedicate time and resources to each of the following?  
 Combating climate change

	%
<b>TOTAL IMPORTANT</b>	90%
<b>TOTAL NOT IMPORTANT</b>	9%
<b>Very important</b>	65%
<b>Somewhat important</b>	25%
<b>Not very important</b>	6%
<b>Not at all important</b>	4%
<b>Unsure</b>	1%

Q8h. How important do you believe it is for government to dedicate time and resources to each of the following?  
Ensuring quality and affordable healthcare for all

	%
<b>TOTAL IMPORTANT</b>	96%
<b>TOTAL NOT IMPORTANT</b>	3%
<b>Very important</b>	76%
<b>Somewhat important</b>	20%
<b>Not very important</b>	2%
<b>Not at all important</b>	1%
<b>Unsure</b>	1%

Q8i. How important do you believe it is for government to dedicate time and resources to each of the following?  
Deploying vaccines to the entire population

	%
<b>TOTAL IMPORTANT</b>	79%
<b>TOTAL NOT IMPORTANT</b>	19%
<b>Very important</b>	42%
<b>Somewhat important</b>	37%
<b>Not very important</b>	11%
<b>Not at all important</b>	8%
<b>Unsure</b>	2%

Q8j. How important do you believe it is for government to dedicate time and resources to each of the following?  
Encouraging healthier drinking habits

	%
<b>TOTAL IMPORTANT</b>	73%
<b>TOTAL NOT IMPORTANT</b>	26%
<b>Very important</b>	34%
<b>Somewhat important</b>	39%
<b>Not very important</b>	20%
<b>Not at all important</b>	6%
<b>Unsure</b>	1%

[IF S7="REGULARLY USE" OR "OCCASIONALLY USE", ASK:] Q9 SUMMARY TABLE (% YES). Please indicate whether or not you expect each of the following to give you encouragement to stop smoking?

	%
<b>Doctor</b>	70%
<b>Family members</b>	58%
<b>Friends</b>	53%
<b>Public health organizations</b>	50%
<b>Pharmacists</b>	45%
<b>Personal trainer/fitness coach</b>	38%
<b>Nurses</b>	36%
<b>Dentist</b>	29%
<b>Government officials</b>	12%
<b>Community leaders</b>	12%

[IF S7="REGULARLY USE" OR "OCCASIONALLY USE", ASK:] Q9a. Please indicate whether or not you expect each of the following to give you encouragement to stop smoking? Doctor

	%
<b>Yes</b>	70%
<b>No</b>	25%
<b>Unsure</b>	5%

[IF S7="REGULARLY USE" OR "OCCASIONALLY USE", ASK:] Q9b. Please indicate whether or not you expect each of the following to give you encouragement to stop smoking? Dentist

	%
<b>Yes</b>	29%
<b>No</b>	60%
<b>Unsure</b>	11%

[IF S7="REGULARLY USE" OR "OCCASIONALLY USE", ASK:] Q9c. Please indicate whether or not you expect each of the following to give you encouragement to stop smoking? Personal trainer/fitness coach

	%
<b>Yes</b>	38%
<b>No</b>	50%
<b>Unsure</b>	12%

[IF S7="REGULARLY USE" OR "OCCASIONALLY USE", ASK:] Q9d. Please indicate whether or not you expect each of the following to give you encouragement to stop smoking? Family members

	%
<b>Yes</b>	58%
<b>No</b>	33%
<b>Unsure</b>	9%

[IF S7="REGULARLY USE" OR "OCCASIONALLY USE", ASK:] Q9e. Please indicate whether or not you expect each of the following to give you encouragement to stop smoking? Friends

	%
<b>Yes</b>	53%
<b>No</b>	40%
<b>Unsure</b>	8%

[IF S7="REGULARLY USE" OR "OCCASIONALLY USE", ASK:] Q9f. Please indicate whether or not you expect each of the following to give you encouragement to stop smoking? Nurses

	%
<b>Yes</b>	36%
<b>No</b>	54%
<b>Unsure</b>	10%

[IF S7="REGULARLY USE" OR "OCCASIONALLY USE", ASK:] Q9g. Please indicate whether or not you expect each of the following to give you encouragement to stop smoking? Community leaders

	%
<b>Yes</b>	12%
<b>No</b>	79%
<b>Unsure</b>	9%

[IF S7="REGULARLY USE" OR "OCCASIONALLY USE", ASK:] Q9h. Please indicate whether or not you expect each of the following to give you encouragement to stop smoking? Pharmacists

	%
<b>Yes</b>	45%
<b>No</b>	46%
<b>Unsure</b>	9%

[IF S7="REGULARLY USE" OR "OCCASIONALLY USE", ASK:] Q9i. Please indicate whether or not you expect each of the following to give you encouragement to stop smoking? Public health organizations

	%
<b>Yes</b>	50%
<b>No</b>	43%
<b>Unsure</b>	7%

[IF S7="REGULARLY USE" OR "OCCASIONALLY USE", ASK:] Q9j. Please indicate whether or not you expect each of the following to give you encouragement to stop smoking? Government officials

	%
<b>Yes</b>	12%
<b>No</b>	76%
<b>Unsure</b>	12%

Q10. Which of the following statements do you agree with most, even if you don't agree with either fully?

	%
<b>(Other/Some) People say that more regulation and taxation on cigarettes is NOT ENOUGH to make this country smoke-free.</b>	67%
<b>(Some/Other) People say ALL that is needed is more regulation and taxation on cigarettes in order to make this country smoke-free.</b>	19%
<b>Unsure</b>	14%

Q11. Have you ever heard of or are you aware of something called an e-cigarette, also referred to as an electronic cigarette or a vape?

	%
<b>Yes</b>	95%
<b>No</b>	5%

Q12. Have you ever heard of or are you aware of products that heat tobacco instead of burning it, also referred to as heat-not-burn tobacco products?

	%
<b>Yes</b>	65%
<b>No</b>	35%

[IF Q11 OR Q12="YES", ASK:] Q13. And, in the past six months have you seen, read, or heard something about e-cigarettes or heat-not-burn tobacco products?

	%
<b>Yes</b>	59%
<b>No</b>	30%
<b>Unsure</b>	11%

[IF Q13="YES", ASK:] Q14. And, did what you saw, read, or heard about e-cigarettes or heat-not-burn tobacco products cause any confusion about these products? In other words, did you receive any conflicting or unclear information about either e-cigarettes or heat-not-burn tobacco products?

	%
<b>Yes</b>	33%
<b>No</b>	52%
<b>Unsure</b>	15%

Q15. Please indicate whether you agree or disagree with the following statement: Smokers who would otherwise continue smoking cigarettes should have access to, and accurate information about, smoke-free alternatives which are scientifically proven to be better than continued smoking.

	%
<b>TOTAL AGREE</b>	77%
<b>TOTAL DISAGREE</b>	18%
<b>Strongly agree</b>	34%
<b>Somewhat agree</b>	43%
<b>Somewhat disagree</b>	11%
<b>Strongly disagree</b>	7%
<b>Unsure</b>	5%

Q16. Please indicate whether you agree or disagree with the following statement: Encouraging adult smokers who would otherwise continue to smoke cigarettes to completely switch to smoke-free alternative products can complement other efforts to reduce the societal harm caused by smoking cigarettes.

	%
<b>TOTAL AGREE</b>	69%
<b>TOTAL DISAGREE</b>	25%
<b>Strongly agree</b>	24%
<b>Somewhat agree</b>	45%
<b>Somewhat disagree</b>	17%
<b>Strongly disagree</b>	9%
<b>Unsure</b>	5%

Q17. Do you support or oppose tobacco companies working with governments, regulators, and public health experts to ensure that smokers have access to and accurate information about alternative products like e-cigarettes and heat-not-burn tobacco products?

	%
<b>TOTAL SUPPORT</b>	61%
<b>TOTAL OPPOSE</b>	31%
<b>Strongly support</b>	21%
<b>Somewhat support</b>	40%
<b>Somewhat oppose</b>	19%
<b>Strongly oppose</b>	12%
<b>Unsure</b>	8%

Q18. Do you believe the government needs to consider the role alternative products can play in making this country smoke-free?

	%
<b>TOTAL YES</b>	60%
<b>TOTAL NO</b>	32%
<b>Yes – definitely</b>	17%
<b>Yes</b>	43%
<b>No</b>	24%
<b>No – definitely not</b>	8%
<b>Unsure</b>	8%

[IF S7="REGULARLY USE" OR "OCCASIONALLY USE", ASK:] Q19. Please indicate whether you agree or disagree with the following statement: I would be more likely to consider switching to alternative products like e-cigarettes and heat-not-burn tobacco products if I had clarity on how these products differ from cigarettes and the science behind them.

	%
<b>TOTAL AGREE</b>	56%
<b>TOTAL DISAGREE</b>	38%
<b>Strongly agree</b>	22%
<b>Somewhat agree</b>	34%
<b>Somewhat disagree</b>	21%
<b>Strongly disagree</b>	16%
<b>Unsure</b>	6%

Q20. If it was possible to end cigarette sales within 10-15 years in this country by having all smokers quit tobacco and nicotine altogether, and those who don't switch to scientifically proven alternative products, do you believe the government should dedicate time and resources to making this a reality?

	%
<b>TOTAL YES</b>	51%
<b>TOTAL NO</b>	43%
<b>Yes – definitely</b>	13%
<b>Yes</b>	37%
<b>No</b>	33%
<b>No – definitely not</b>	10%
<b>Unsure</b>	6%

Q21. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements. It is important to ensure that alternatives to cigarettes, such as e-cigarettes and heat-not-burn tobacco products, are made available in a way that encourages adult smokers who would otherwise continue smoking to switch, while safeguarding against their use and take-up by young people.

	%
<b>TOTAL AGREE</b>	77%
<b>TOTAL DISAGREE</b>	18%
<b>Strongly agree</b>	28%
<b>Somewhat agree</b>	49%
<b>Somewhat disagree</b>	11%
<b>Strongly disagree</b>	7%
<b>Unsure</b>	5%



Q22. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements. Governments should not limit science-based information to adult smokers about smoke-free alternative products, which could encourage them to switch to better alternatives than cigarettes.

	%
<b>TOTAL AGREE</b>	76%
<b>TOTAL DISAGREE</b>	17%
<b>Strongly agree</b>	32%
<b>Somewhat agree</b>	44%
<b>Somewhat disagree</b>	12%
<b>Strongly disagree</b>	6%
<b>Unsure</b>	7%

[IF S7="REGULARLY USE" OR "OCCASIONALLY USE", ASK:] Q23. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements. If I decide to make the switch to a smoke-free alternative product, it is important that I have factual and non-misleading information, both from the government and from manufacturers, in order to make my own informed choices.

	%
<b>TOTAL AGREE</b>	77%
<b>TOTAL DISAGREE</b>	17%
<b>Strongly agree</b>	34%
<b>Somewhat agree</b>	42%
<b>Somewhat disagree</b>	13%
<b>Strongly disagree</b>	4%
<b>Unsure</b>	6%

D1. Do you have a university-level education?

	%
<b>Yes</b>	33%
<b>No</b>	67%

[IF D1="YES", ASK:] D2. Do you have a post-graduate or advanced degree in law, medicine, science, engineering, or technology?

	%
<b>Yes – LAW</b>	8%
<b>Yes – MEDICINE</b>	6%
<b>Yes – SCIENCE</b>	9%
<b>Yes – ENGINEERING</b>	13%
<b>Yes - TECHNOLOGY</b>	10%
<b>No</b>	58%

D3. In what class do you consider your household to be?

	%
<b>High income</b>	4%
<b>Upper middle income</b>	26%
<b>Middle income</b>	42%
<b>Lower middle income</b>	18%
<b>Low income</b>	8%