The Consumer Choice Center commissioned independent global research company Kantar, the world’s leading data, insights and consulting company, to independently verify the questionnaire design and carry out the research. The Consumer Choice Center had no access to the research respondents or the generation of the results.

The survey was conducted via an internet omnibus survey, with quotas and weights on gender, age and region to ensure that the sample is representative of a total adult population 16-64 by country. The data results were sig tested at a 95% confidence limit. The sample size of approximately 2,000 per country have a margin of error for the results of +/- 2%.” The results are only reported on those 18+ to reflect the nature of the topics covered.

Kantar interviewed 8,166 adults (18+) online between 7-11 March and 14-18 March 2019. This was split between four markets:

- The UK (2056)
- Germany (2068)
- USA (2056)
- Canada (1986)
Overall Findings
A substantial majority in all markets agree there should be minimal government intervention in the choices that adults make about buying legal products and services.

To what extent do you agree or disagree with each of these statements about government policies? *There should be minimal government intervention in the choices that adults can make about buying products and services that are legal.*

Research fieldwork conducted by Kantar

Base: All respondents who agree excluding neither agree or disagree. Overall (6011), UK (1463), Germany (1582), USA (1513), Canada (1453)
Seven out of ten people agree that there is too much bureaucracy in society today.

To what extent do you agree or disagree with each of these statements about government policies? *There is too much bureaucracy in society today.*

**Overall**
- SUM Agree: 68%
- Neither agree nor disagree: 24%
- SUM Disagree: 8%

**UK**
- SUM Agree: 67%
- Neither agree nor disagree: 24%
- SUM Disagree: 9%

**Germany**
- SUM Agree: 79%
- Neither agree nor disagree: 15%
- SUM Disagree: 6%

**USA**
- SUM Agree: 60%
- Neither agree nor disagree: 31%
- SUM Disagree: 9%

**Canada**
- SUM Agree: 64%
- Neither agree nor disagree: 27%
- SUM Disagree: 9%

Research fieldwork conducted by Kantar.

Base: All respondents (8166), UK (2056), Germany (2068), USA (2056), Canada (1986).
Germany is the only country where people think that there’s not enough regulation these days – all others disagree

To what extent do you agree or disagree with each of these statements about government policies? *In general, there’s not enough regulation these days*

- **UK**: 45% agree, 55% disagree
- **Germany**: 77% agree, 23% disagree
- **USA**: 41% agree, 59% disagree
- **Canada**: 42% agree, 58% disagree

Research fieldwork conducted by Kantar

Base: All respondents who agree excluding neither agree or disagree, Overall (5323), UK (1380), Germany (1213), USA (1343), Canada (1213)
Seven out of ten people believe that in a democracy the Government should protect freedom of choice for consumers.

To what extent do you agree or disagree with each of these statements about government policies? In a democracy, the Government should protect freedom of choice for consumers.
Three times as many people agree than disagree that they are fed up with people interfering in their life.

To what extent do you agree or disagree with each of these statements about government policies? I am fed up with people interfering in my life.

Research fieldwork conducted by Kantar.
Ten times as many people agree than disagree that policy makers should take into account the views of consumers when deciding on the regulation of lifestyle choices

To what extent do you agree or disagree with each of these statements about government policies? *Policy makers should take into account the views of consumers when deciding on the regulation of lifestyle choices*

<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall</strong></td>
<td>70%</td>
</tr>
<tr>
<td><strong>UK</strong></td>
<td>71%</td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td>69%</td>
</tr>
<tr>
<td><strong>USA</strong></td>
<td>69%</td>
</tr>
<tr>
<td><strong>Canada</strong></td>
<td>71%</td>
</tr>
</tbody>
</table>

Base: All respondents (8166), UK (2056), Germany (2068), USA (2056), Canada (1986)

Research fieldwork conducted by Kantar
Seven out of ten people think policy makers don’t spend enough time listening to the views of consumers before proposing new regulations.

To what extent do you agree or disagree with each of these statements about government policies? *Policy makers don’t spend enough time listening to the views of consumers before proposing new regulations.*

Overall, 69% agree, 23% neither agree nor disagree, and 8% disagree. There are regional differences:
- **UK:** 74% agree, 20% neither agree nor disagree, 6% disagree.
- **Germany:** 69% agree, 24% neither agree nor disagree, 7% disagree.
- **USA:** 66% agree, 24% neither agree nor disagree, 10% disagree.
- **Canada:** 74% agree, 24% neither agree nor disagree, 10% disagree.

Research fieldwork conducted by Kantar.
Eight times as many people agree than disagree that policy makers should speak to consumer rights’ groups before banning or restricting access to a product or service.

To what extent do you agree or disagree with each of these statements about government policies? Policy makers should speak to consumer rights’ groups before banning or restricting access to a product or service.

<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
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</thead>
<tbody>
<tr>
<td>Overall</td>
<td>66%</td>
</tr>
<tr>
<td>UK</td>
<td>66%</td>
</tr>
<tr>
<td>Germany</td>
<td>71%</td>
</tr>
<tr>
<td>USA</td>
<td>63%</td>
</tr>
<tr>
<td>Canada</td>
<td>66%</td>
</tr>
</tbody>
</table>

Base: All respondents (8166), UK (2056), Germany (2068), USA (2056), Canada (1986)
Overall around half of respondents agree that if there is sufficient evidence that a policy is for the greater good of society, it is acceptable for the Government to introduce regulation that limits their personal choice as an adult.

To what extent do you agree or disagree with each of these statements about government policies? It’s acceptable for the Government to introduce regulation that limits my personal choice as an adult, provided that there is sufficient evidence it’s for the greater good of society.

Strongly agree Strongly disagree
Overall 13% 31% 29% 17% 10%
UK 14% 33% 28% 17% 9%
Germany 15% 31% 29% 16% 8%
USA 14% 25% 30% 19% 13%
Canada 11% 36% 29% 15% 9%

Research fieldwork conducted by Kantar

Base: All respondents (8166), UK (2056), Germany (2068), USA (2056), Canada (1986)
A substantial majority think that governments should avoid intervening with these newer tech-enabled businesses (like Uber, Airbnb and Netflix) where possible to ensure consumers have the greatest possible choice of services.

Taking what you’ve just read into account, to what extent do you agree or disagree with the statement below? Governments should avoid intervening with these newer businesses where possible, so that consumers have the greatest possible choice of services.

Research fieldwork conducted by Kantar.
Over five times as many people agree than disagree that a wide choice for consumers should be the main factor that defines whether a service in a competitive market succeeds or fails.

Still thinking about these new types of companies like Uber, Airbnb, Netflix etc., to what extent do you agree or disagree with the following statements? *A wide choice for consumers should be the main factor that defines whether a service in a competitive market succeeds or fails.*

<table>
<thead>
<tr>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall: 58%</td>
<td>32%</td>
</tr>
<tr>
<td>UK: 57%</td>
<td>31%</td>
</tr>
<tr>
<td>Germany: 56%</td>
<td>35%</td>
</tr>
<tr>
<td>USA: 59%</td>
<td>34%</td>
</tr>
<tr>
<td>Canada: 62%</td>
<td>27%</td>
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</tbody>
</table>

Research fieldwork conducted by Kantar.
Fewer than one in ten (9%) of people strongly agree and fewer than one in three (33%) agree that governments should be allowed to intervene in competitive markets, even if it may affect whether a service succeeds or fails.

Still thinking about these new types of companies like Uber, Airbnb, Netflix etc., to what extent do you agree or disagree with the following statements? Governments should be allowed to intervene in competitive markets, even if it may affect whether a service succeeds or fails.

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Tend to Agree</th>
<th>Neither agree or disagree</th>
<th>Tend to disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall</strong></td>
<td>9%</td>
<td>24%</td>
<td>38%</td>
<td>23%</td>
<td>7%</td>
</tr>
<tr>
<td><strong>UK</strong></td>
<td>10%</td>
<td>28%</td>
<td>39%</td>
<td>18%</td>
<td>4%</td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td>7%</td>
<td>25%</td>
<td>37%</td>
<td>26%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>USA</strong></td>
<td>8%</td>
<td>17%</td>
<td>39%</td>
<td>26%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Canada</strong></td>
<td>8%</td>
<td>24%</td>
<td>38%</td>
<td>23%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Base: All respondents (8166), UK (2056), Germany (2068), USA (2056), Canada (1986)

Research fieldwork conducted by Kantar.
Less than half of people surveyed think that if you are 18 and had the choice to vote in an election it is fair that you could not make the choice to buy alcohol until you are 21. However, more people in the USA think this is fair.

If you were 18 and you had the choice to vote in an election, how fair or unfair do you believe it would be if you could not make the choice to buy alcohol until you are 21?

Research fieldwork conducted by Kantar

Base: All respondents (8166), UK (2056), Germany (2068), USA (2056), Canada (1986)
The substantial majority agree that the banning of the sale of e-cigarettes in some countries is an example of excessive restrictions on adult lifestyle choices.

Taking what you've just read into account, to what extent do you agree or disagree with the following statements about e-cigarettes? The banning of the sale of e-cigarettes in some countries is an example of excessive restrictions on adult lifestyle choices.

All adults who agree
Excluding those who stated neither agree or disagree

Overall 71%
UK 76%
Germany 71%
USA 69%
Canada 68%

Base: All respondents who agree excluding neither agree or disagree, Overall (5960), UK (1503), Germany (1497), USA (1498), Canada (1462)
Two thirds of people agree that they should have the freedom of choice to buy e-cigarettes if they believe they are a lower health risk to them than tobacco.

Still thinking about these new types of companies like Uber, Airbnb, Netflix etc., to what extent do you agree or disagree with the following statements?

*People should have the freedom of choice to buy e-cigarettes if they believe they are a lower health risk to them than tobacco*

<table>
<thead>
<tr>
<th>Country</th>
<th>Agree</th>
<th>Neither agree or disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall</strong></td>
<td>63%</td>
<td>23%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>UK</strong></td>
<td>69%</td>
<td>21%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Germany</strong></td>
<td>64%</td>
<td>22%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>USA</strong></td>
<td>60%</td>
<td>24%</td>
<td>16%</td>
</tr>
<tr>
<td><strong>Canada</strong></td>
<td>60%</td>
<td>26%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Research fieldwork conducted by Kantar

Base: All respondents (8166), UK (2056), Germany (2068), USA (2056), Canada (1986)
Seven in ten people agree that if it is legal to buy cigarettes and tobacco in a country, then it should also be legal to buy e-cigarettes.

Taking what you've just read into account, to what extent do you agree or disagree with the following statements about e-cigarettes? If it is legal to buy cigarettes and tobacco in a country, then it should also be legal to buy e-cigarettes.
A fifth of people strongly agree and just under half agree overall that if governments are unsure of the effect of e-cigarettes on a person’s health they should have the right to ban their sale.

Taking what you've just read into account, to what extent do you agree or disagree with the following statements about e-cigarettes? Governments should have the right to ban the sale of e-cigarettes if they say they are unsure of their effect on a person’s health.

Base: All respondents (8166), UK (2056), Germany (2068), USA (2056), Canada (1986)
UK
Older age groups are more likely to agree there is too much bureaucracy and disagree that there is not enough regulation in society these days.

To what extent do you agree or disagree with each of these statements about government policies?

### There is too much bureaucracy in society these days

- **Overall**: 88%
- **18-24**: 80%
- **25-34**: 87%
- **35-44**: 87%
- **45-54**: 91%
- **55-64**: 93%

### There is not enough regulation these days

- **Overall**: 45%
- **18-24**: 53%
- **25-34**: 61%
- **35-44**: 53%
- **45-54**: 33%
- **55-64**: 24%

Research fieldwork conducted by Kantar.
Older age groups are more likely to agree that policy makers should listen and take account of consumer views, and speak to consumer rights groups before banning or restricting a product or service.

To what extent do you agree or disagree with each of these statements about government policies?

**Policy makers...**

**Should take into account the views of consumers when deciding on regulation of lifestyle choices**

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults who agree</td>
<td>90%</td>
<td>85%</td>
<td>88%</td>
<td>89%</td>
<td>94%</td>
<td>95%</td>
</tr>
<tr>
<td>Excluding those who stated neither agree or disagree</td>
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**Don’t spend enough time listening to consumers before proposing new regulation**

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<tr>
<th></th>
<th>Overall</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults who agree</td>
<td>91%</td>
<td>88%</td>
<td>85%</td>
<td>90%</td>
<td>94%</td>
<td>96%</td>
</tr>
<tr>
<td>Excluding those who stated neither agree or disagree</td>
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</table>

**Should speak to consumer rights groups before banning or restricting access to a product or service**

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults who agree</td>
<td>88%</td>
<td>82%</td>
<td>83%</td>
<td>88%</td>
<td>92%</td>
<td>92%</td>
</tr>
<tr>
<td>Excluding those who stated neither agree or disagree</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Base: UK All respondents agree excluding neither agree or disagree. Chart one 18-24 (250) 25-34 (347) 35-44 (332) 45-54 (358) 55-64 (320), Chart two 18-24 (215) 25-34 (336) 35-44 (318) 45-54 (356) 55-64 (324), Chart Three 18-24 (236) 25-34 (333) 35-44 (309) 45-54 (340) 55-64 (308)

Research fieldwork conducted by Kantar.
The 18-44 age group are more likely to agree that governments should avoid intervening with these newer internet and smartphone type businesses where possible, so that consumers have the greatest possible choice of services.

Still thinking about these new types of companies like Uber, Airbnb, Netflix etc., to what extent do you agree or disagree with the following statements?

Governments should avoid intervening with these newer businesses where possible, so that consumers have the greatest possible choice of services

Overall 18-24 25-34 35-44 45-54 55-64

All adults who agree
Excluding those who stated neither agree or disagree

68% 75% 76% 74% 58% 56%

Research fieldwork conducted by Kantar

Base: UK All respondents agree excluding neither agree or disagree 18-24 (217) 25-34 (317) 35-44 (291) 45-54 (295) 55-64 (245)
Older age groups are more likely to agree that it is unfair that if you were 18 and had the choice to vote in an election, you still could not choose to buy alcohol until you were 21.

If you were 18 and you had the choice to vote in an election, how fair or unfair do you believe it would be if you could not make the choice to buy alcohol until you are 21?

All adults who think unfair
Excluding those who stated neither fair or unfair

Research fieldwork conducted by Kantar
Parents are more likely to agree that the banning of the sale of e-cigarettes in some countries is an example of excessive restrictions on adult lifestyle choices.

Taking what you've just read into account, to what extent do you agree or disagree with the following statements about e-cigarettes?

The banning of the sale of e-cigarettes in some countries is an example of excessive restrictions on adult lifestyle choices.

Parents and non-parents who agree
Excluding those who stated neither agree or disagree

81% Parent
75% Non-Parent

Research fieldwork conducted by Kantar

Base: UK Those who agree excluding neither agree or disagree Parent of a child (550) Non Parent (65)
Those who agree that policy makers should listen to consumers/speak to consumer rights’ group and that a democratic governments role is to protect freedom of choice are more likely to agree that it should be legal to buy e-cigarettes.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>In a democracy the Government should protect freedom of choice for consumers</td>
<td>93%</td>
<td>7%</td>
</tr>
<tr>
<td>Policy makers should take into account the views of consumers when deciding on the regulation of lifestyle choices</td>
<td>94%</td>
<td>6%</td>
</tr>
<tr>
<td>Policy makers don’t spend enough time listening to the views of consumers before proposing new regulations</td>
<td>95%</td>
<td>5%</td>
</tr>
<tr>
<td>Policy makers should speak to consumer rights’ groups before banning or restricting access to a product or service</td>
<td>92%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Taking what you've just read into account, to what extent do you agree or disagree with the following statements about e-cigarettes? If it is legal to buy cigarettes and tobacco in a country, then it should also be legal to buy e-cigarettes.

Research fieldwork conducted by Kantar.
Germany
Older age groups are more likely to agree there is too much bureaucracy, there is too much government intervention in the choices an adult makes and that in a democracy government should protect freedom of choice.

To what extent do you agree or disagree with each of these statements about government policies?

**There should be minimal government intervention in the choices an adult makes if buying a product or service that is legal**

<table>
<thead>
<tr>
<th>Overall</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults who agree</td>
<td>86%</td>
<td>79%</td>
<td>83%</td>
<td>83%</td>
<td>91%</td>
</tr>
<tr>
<td>Excluding those who stated neither agree or disagree</td>
<td>86%</td>
<td>79%</td>
<td>83%</td>
<td>83%</td>
<td>91%</td>
</tr>
</tbody>
</table>

**There is too much bureaucracy in society these days**

<table>
<thead>
<tr>
<th>Overall</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults who agree</td>
<td>93%</td>
<td>85%</td>
<td>87%</td>
<td>93%</td>
<td>96%</td>
</tr>
<tr>
<td>Excluding those who stated neither agree or disagree</td>
<td>93%</td>
<td>85%</td>
<td>87%</td>
<td>93%</td>
<td>96%</td>
</tr>
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</table>

**In a democracy government should protect freedom of choice for consumers**

<table>
<thead>
<tr>
<th>Overall</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults who agree</td>
<td>94%</td>
<td>88%</td>
<td>90%</td>
<td>94%</td>
<td>96%</td>
</tr>
<tr>
<td>Excluding those who stated neither agree or disagree</td>
<td>94%</td>
<td>88%</td>
<td>90%</td>
<td>94%</td>
<td>96%</td>
</tr>
</tbody>
</table>

Research fieldwork conducted by Kantar
Older age groups are more likely to agree that policy makers should listen and take account of consumer views and consumer rights groups before banning or restricting a product or service.

To what extent do you agree or disagree with each of these statements about government policies?

**Should take into account the views of consumers when deciding on regulation of lifestyle choices**

- Overall: 91%
- 18-24: 87%
- 25-34: 85%
- 35-44: 89%
- 45-54: 94%
- 55-64: 95%

**Don’t spend enough time listening to the views of consumers before proposing new regulations**

- Overall: 93%
- 18-24: 86%
- 25-34: 89%
- 35-44: 94%
- 45-54: 94%
- 55-64: 96%

**Should speak to consumer rights groups before banning or restricting access to a product or service**

- Overall: 92%
- 18-24: 82%
- 25-34: 87%
- 35-44: 94%
- 45-54: 93%
- 55-64: 96%

Research fieldwork conducted by Kantar.
Those aged 18-24 are more likely to agree that it is unfair if you were 18 and had the choice to vote in an election that you still could not choose to buy alcohol until you are 21.

If you were 18 and you had the choice to vote in an election, how fair or unfair do you believe it would be if you could not make the choice to buy alcohol until you are 21?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Fair</th>
<th>Unfair</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>49%</td>
<td>59%</td>
</tr>
<tr>
<td>18-24</td>
<td>49%</td>
<td>59%</td>
</tr>
<tr>
<td>25-34</td>
<td>49%</td>
<td>59%</td>
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<tr>
<td>35-44</td>
<td>45%</td>
<td>55%</td>
</tr>
<tr>
<td>45-54</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>55-64</td>
<td>47%</td>
<td>53%</td>
</tr>
</tbody>
</table>

All adults think unfair
Excluding those who stated neither fair or unfair

Research fieldwork conducted by Kantar

Base: Germany Those excluding neither fair nor unfair 18-24 (206) 25-34 (306) 35-44 (285) 45-54 (383) 55-64 (354)
In a democracy the Government should protect freedom of choice for consumers. Policy makers should take into account the views of consumers when deciding on the regulation of lifestyle choices. Policy makers don’t spend enough time listening to the views of consumers before proposing new regulations. Policy makers should speak to consumer rights’ groups before banning or restricting access to a product or service.

Those who agree that policy makers should listen to consumers/speak to consumer rights’ groups and that a democratic government’s role is to protect freedom of choice are more likely to agree that it should be legal to buy e-cigarettes.

Taking what you’ve just read into account, to what extent do you agree or disagree with the following statements about e-cigarettes? If it is legal to buy cigarettes and tobacco in a country, then it should also be legal to buy e-cigarettes.

All those who believe it should be legal to buy e-cigarettes excluding those who stated neither agree or disagree

- In a democracy the Government should protect freedom of choice for consumers: 96% agree, 4% disagree.
- Policy makers should take into account the views of consumers when deciding on the regulation of lifestyle choices: 93% agree, 7% disagree.
- Policy makers don’t spend enough time listening to the views of consumers before proposing new regulations: 94% agree, 6% disagree.
- Policy makers should speak to consumer rights’ groups before banning or restricting access to a product or service: 94% agree, 6% disagree.

Research fieldwork conducted by Kantar.
USA
Older age groups are more likely to agree there is too much bureaucracy, there should be minimal intervention in choices an adult makes and disagree that there is not enough regulation.

To what extent do you agree or disagree with each of these statements about government policies?

**There should be minimal government intervention in the choices an adult makes if buying a product or service that is legal**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Overall</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>86%</td>
<td>76%</td>
<td>88%</td>
<td>86%</td>
<td>90%</td>
<td>87%</td>
</tr>
<tr>
<td>Disagree</td>
<td>14%</td>
<td>24%</td>
<td>12%</td>
<td>14%</td>
<td>10%</td>
<td>13%</td>
</tr>
</tbody>
</table>

**There is too much bureaucracy in society these days**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Overall</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>87%</td>
<td>73%</td>
<td>86%</td>
<td>88%</td>
<td>90%</td>
<td>92%</td>
</tr>
<tr>
<td>Disagree</td>
<td>13%</td>
<td>27%</td>
<td>14%</td>
<td>12%</td>
<td>10%</td>
<td>8%</td>
</tr>
</tbody>
</table>

**There is not enough regulation these days**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Overall</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>41%</td>
<td>52%</td>
<td>56%</td>
<td>51%</td>
<td>29%</td>
<td>21%</td>
</tr>
<tr>
<td>Disagree</td>
<td>59%</td>
<td>48%</td>
<td>44%</td>
<td>49%</td>
<td>71%</td>
<td>79%</td>
</tr>
</tbody>
</table>
Older age groups are more likely to agree that policy makers should listen and take account of consumer views/speak to consumer rights groups before banning or restricting a product or service

To what extent do you agree or disagree with each of these statements about government policies? Policy makers...

<table>
<thead>
<tr>
<th>Statement</th>
<th>Overall</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>Should take into account the views of consumers when deciding on regulation of lifestyle choices</td>
<td>91%</td>
<td>84%</td>
<td>89%</td>
<td>91%</td>
<td>94%</td>
<td>94%</td>
</tr>
<tr>
<td>Don’t spend enough time listening to the views of consumers before proposing new regulations</td>
<td>90%</td>
<td>80%</td>
<td>87%</td>
<td>92%</td>
<td>95%</td>
<td>94%</td>
</tr>
<tr>
<td>Should speak to consumer rights groups before banning or restricting access to a product or service</td>
<td>89%</td>
<td>83%</td>
<td>88%</td>
<td>89%</td>
<td>90%</td>
<td>93%</td>
</tr>
</tbody>
</table>

Base: USA Those who agree excluding neither agree or disagree Chart One 18-24 (219) 25-34 (278) 35-44 (312) 45-54 (357) 55-64 (380), Chart Two 18-24 (207) 25-34 (292) 35-44 (322) 45-54 (357) 55-64 (394), Chart Three 18-24 (208) 25-34 (274) 35-44 (318) 45-54 (318) 55-64 (342)
Those aged 35-64 are more likely to agree that a wide choice for consumers should be the main factor that defines whether a product or service succeeds.

Still thinking about these new types of companies like Uber, Airbnb, Netflix etc., to what extent do you agree or disagree with the following statements?

A wide choice for consumers should be the main factor that defines whether a service in a competitive market succeeds or fails.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Overall</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>88%</td>
<td>81%</td>
<td>86%</td>
<td>90%</td>
<td>91%</td>
<td>91%</td>
</tr>
</tbody>
</table>

All adults who agree
Excluding those who stated neither agree or disagree

Research fieldwork conducted by Kantar

Base: USA Those who agree or disagree 18-24 (195) 25-34 (256) 35-44 (277) 45-54 (303) 55-64 (321)
Older age groups are more likely to disagree that government should be allowed to intervene in competitive markets, even if it may affect whether a product succeeds or fails.

Still thinking about these new types of companies like Uber, Airbnb, Netflix etc., to what extent do you agree or disagree with the following statements?

Governments should be allowed to intervene in competitive markets, even if it may affect whether a service succeeds or fails

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Overall</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreement</td>
<td>41%</td>
<td>45%</td>
<td>52%</td>
<td>49%</td>
<td>34%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Base: USA Those who agree excluding neither agree or disagree

18-24 (191) 25-34 (238) 35-44 (259) 45-54 (290) 55-64 (279)
Parents are more likely to agree that the banning of the sale of e-cigarettes in some countries is an example of excessive restrictions on adult lifestyle choices than non-parents.

Taking what you've just read into account, to what extent do you agree or disagree with the following statements about e-cigarettes?

The banning of the sale of e-cigarettes in some countries is an example of excessive restrictions on adult lifestyle choices.

Parents and non-parents who agree
Excluding those who stated neither agree or disagree

74% Parent
70% Non-Parent
Those who agree that policy makers should listen to consumers/consumer rights’ groups and that a democratic government’s role is to protect freedom of choice are more likely to agree that it should be legal to buy e-cigarettes.

Taking what you've just read into account, to what extent do you agree or disagree with the following statements about e-cigarettes?

- If it is legal to buy cigarettes and tobacco in a country, then it should also be legal to buy e-cigarettes.

Research fieldwork conducted by Kantar.
Canada
Older age groups are more likely to agree there is too much bureaucracy, there should be minimal intervention in choices an adult makes and disagree that there is not enough regulation.

To what extent do you agree or disagree with each of these statements about government policies?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Overall</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>There should be minimal government intervention in the choices an adult makes if buying a product or service that is legal</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All adults who agree</td>
<td>80%</td>
<td>79%</td>
<td>80%</td>
<td>83%</td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td>Excluding those who stated neither agree or disagree</td>
<td>80%</td>
<td>79%</td>
<td>80%</td>
<td>83%</td>
<td>85%</td>
<td></td>
</tr>
<tr>
<td>There is too much bureaucracy in society these days</td>
<td>87%</td>
<td>79%</td>
<td>84%</td>
<td>85%</td>
<td>90%</td>
<td>92%</td>
</tr>
<tr>
<td>All adults who agree</td>
<td>87%</td>
<td>79%</td>
<td>84%</td>
<td>85%</td>
<td>90%</td>
<td>92%</td>
</tr>
<tr>
<td>Excluding those who stated neither agree or disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>There is not enough regulation these days</td>
<td>42%</td>
<td>48%</td>
<td>51%</td>
<td>49%</td>
<td>38%</td>
<td>26%</td>
</tr>
<tr>
<td>All adults who agree</td>
<td>42%</td>
<td>48%</td>
<td>51%</td>
<td>49%</td>
<td>38%</td>
<td>26%</td>
</tr>
<tr>
<td>Excluding those who stated neither agree or disagree</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Research fieldwork conducted by Kantar.

Base: Canada Those who agree excluding neither agree or disagree. Chart One 18-24 (166) 25-34 (308) 35-44 (302) 45-54 (311) 55-64 (366), Chart two 18-24 (118) 25-34 (324) 35-44 (311) 45-54 (344) 55-64 (380), Chart Three 18-24 (132) 25-34 (280) 35-44 (251) 45-54 (260) 55-64 (290)
Older age groups are more likely to agree that in a democracy, government should protect freedom of choice for consumers.

In a democracy, the government should protect freedom of choice for consumers

All adults who agree
Excluding those who stated neither agree or disagree

90% 85% 88% 90% 92% 95%

Base: Canada Those who agree excluding neither agree or disagree 18-24 (173) 25-34 (347) 35-44 (334) 45-54 (350) 55-64 (408)
Older age groups are more likely to agree policy makers should listen and take account of consumer views/speak to consumer rights groups before banning or restricting a product or service

To what extent do you agree or disagree with each of these statements about government policies? Policy makers...

**Should take into account the views of consumers when decided on regulation of lifestyle choices**

- All adults who agree
  - Excluding those who stated neither agree or disagree
    - Overall: 90%
    - 18-24: 87%
    - 25-34: 86%
    - 35-44: 93%
    - 45-54: 91%
    - 55-64: 93%

**Don’t spend enough time listening to the views of consumers before proposing new regulations**

- All adults who agree
  - Excluding those who stated neither agree or disagree
    - Overall: 87%
    - 18-24: 84%
    - 25-34: 86%
    - 35-44: 86%
    - 45-54: 88%
    - 55-64: 90%

**Should speak to consumer rights groups before banning or restricting access to a product or service**

- All adults who agree
  - Excluding those who stated neither agree or disagree
    - Overall: 89%
    - 18-24: 88%
    - 25-34: 86%
    - 35-44: 88%
    - 45-54: 92%
    - 55-64: 90%
Younger age groups are more likely to agree that people should have the freedom of choice to buy e-cigarettes if they believe they are a lower health risk to them than tobacco.

Taking what you've just read into account, to what extent do you agree or disagree with the following statements about e-cigarettes?

People should have the freedom of choice to buy e-cigarettes if they believe they are a lower health risk to them than tobacco

<table>
<thead>
<tr>
<th>Overall</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
</tr>
</thead>
<tbody>
<tr>
<td>81%</td>
<td>84%</td>
<td>82%</td>
<td>85%</td>
<td>78%</td>
<td>76%</td>
</tr>
</tbody>
</table>

Base: Canada Those who agree excluding neither agree or disagree

18-24 (161) 25-34 (333) 35-44 (314) 45-54 (321) 55-64 (336)
Those who agree that policy makers should listen to consumers/speak to consumer rights’ groups and that a democratic government’s role is to protect freedom of choice are more likely to agree that it should be legal to buy e-cigarettes.

Taking what you’ve just read into account, to what extent do you agree or disagree with the following statements about e-cigarettes?

- If it is legal to buy cigarettes and tobacco in a country, then it should also be legal to buy e-cigarettes

All those who believe it should be legal to buy e-cigarettes

Excluding those who stated neither agree or disagree

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>In a democracy the Government should protect freedom of choice for consumers</td>
<td>95%</td>
<td>5%</td>
</tr>
<tr>
<td>Policy makers should take into account the views of consumers when deciding on the regulation of lifestyle choices</td>
<td>94%</td>
<td>6%</td>
</tr>
<tr>
<td>Policy makers don’t spend enough time listening to the views of consumers before proposing new regulations</td>
<td>91%</td>
<td>9%</td>
</tr>
<tr>
<td>Policy makers should speak to consumer rights’ groups before banning or restricting access to a product or service</td>
<td>92%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Base: Canada Those who agree if it is legal to buy cigarettes and tobacco in a country then it should also be legal to buy e-cigarettes (1150, 1130, 1079, 1071)