|  |  |
| --- | --- |
| **Ever heard about e-cigs** | Description: Ever Heard about electronic cigarettes |
| Instrument question: X4. Prior to today, have you ever heard of electronic cigarettes? |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Percentage of those who heard about electronic cigarettes** | | | | | | | | | |
|  | **Male** | | | **Female** | | | **Total** | | |
| Age Categories (Years) | n | % | 95% CI | n | % | 95% CI | n | % | 95% CI |
| 18-29 | 591 | 42.7 | 37.6 - 48.0 | 846 | 53.5 | 49.2 - 57.7 | 1437 | 48.1 | 44.6 - 51.5 |
| 30-44 | 660 | 50.2 | 45.1 - 55.3 | 1058 | 64.6 | 60.4 - 68.7 | 1718 | 57.4 | 54.0 - 60.7 |
| 45-59 | 408 | 70.4 | 64.7 - 75.5 | 608 | 74.4 | 69.8 - 78.6 | 1016 | 72.5 | 68.7 - 76.0 |
| 60-69 | 185 | 76.4 | 67.4 - 83.5 | 346 | 78.2 | 72.0 - 83.4 | 531 | 77.4 | 72.0 - 82.1 |
| **Total** | **1844** | **51.3** | **48.1 - 54.5** | **2858** | **62.3** | **59.7 - 64.9** | **4702** | **56.9** | **54.8 - 59.0** |
| Location |  |  |  |  |  |  |  |  |  |
| Rural | 1471 | 50.5 | 46.7 - 54.3 | 2406 | 62.3 | 59.3 - 65.1 | 3877 | 56.7 | 54.2 - 59.2 |
| Urban | 373 | 54.3 | 49.6 - 59.0 | 452 | 62.8 | 57.6 - 67.7 | 825 | 57.9 | 54.1 - 61.5 |