

# KANTAR

## Shisha consumption in Spain

266407178

June 2021



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How we  
approached the  
task

2

Main  
results

1  
How we approached the  
task



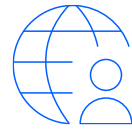
# Methodological approach

The task was approached using an online questionnaire addressed to a wide sample of people



## Context

Understanding the use of shisha and other tobacco products



## Target

Individuals aged **18 to 40 years old**, resident in mainland Spain, **shisha consumers at least once in their lives**



## Sample

**802 interviews** from the target described, representative of the Spanish population according to gender, age and region.

Data weighted to achieve greater representativeness across age and gender, achieving an efficiency of 93%



## Technique

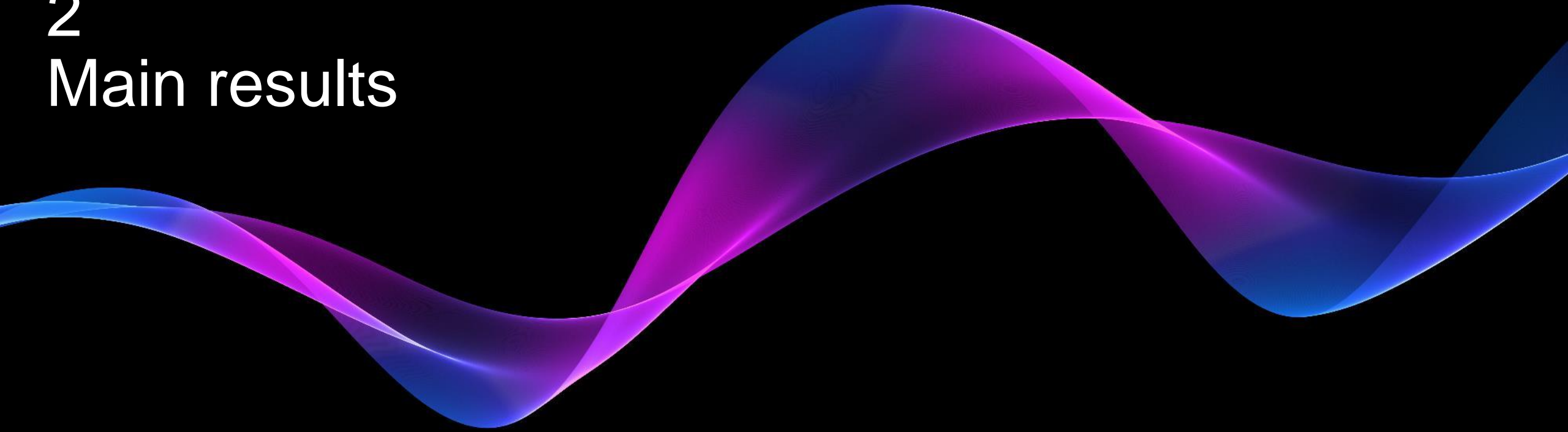
**Online** interviews (CAWI) carried out from 22nd to 30th of April

With a questionnaire of 16 closed questions

The margin of error for overall results, if the sample had been selected by pure random method, would be +/- 3.53% for 802 interviews under the assumption of maximum indeterminacy ( $p=q=50\%$ ) and for a confidence interval of 95.5%.

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## Main results



Almost 9 in 10  
current smokers of cigarettes/  
rolling tobacco stated  
they didn't start with  
shisha

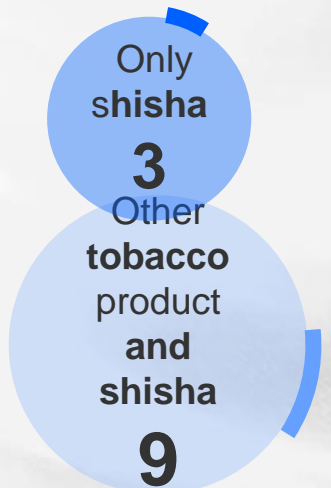
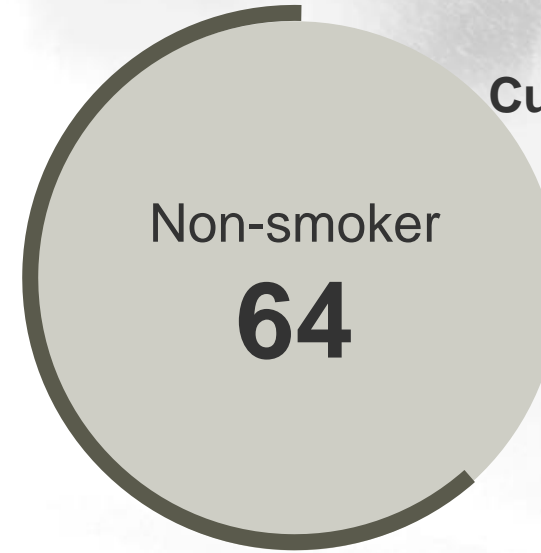


6 in 10 shisha smokers do not currently consume any tobacco products



Fewer than 1 in 10 consume shisha at the same time as other tobacco products

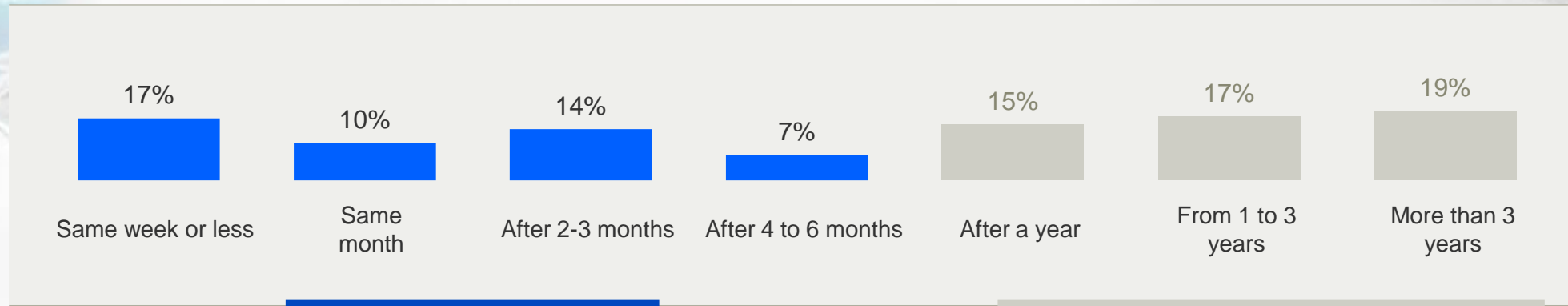
Currently..



Of those who started smoking shisha, 67% did not go on to smoke any other tobacco products



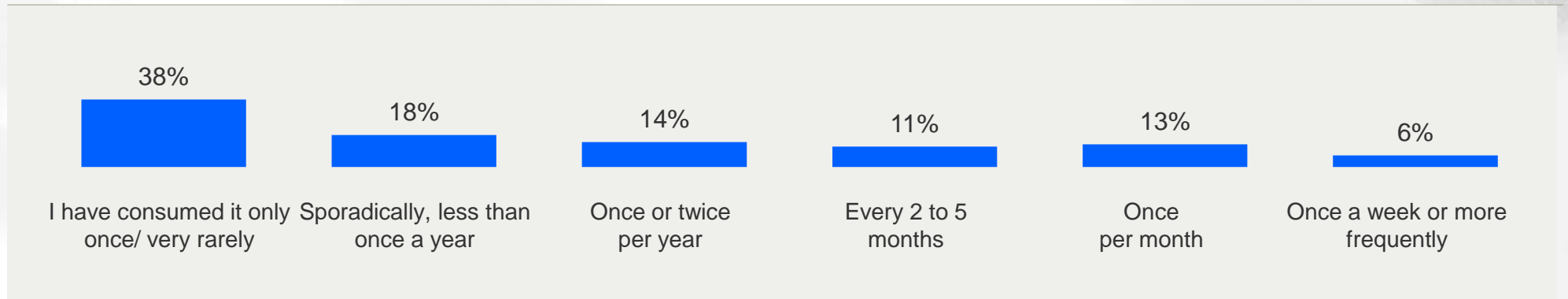




24%

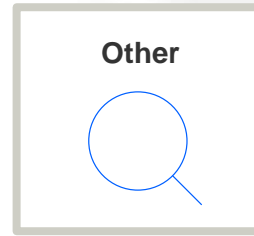
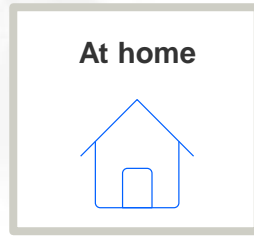
Regarding the **proximity in time** of the starting shisha with other products...

Almost three quarters of consumers state that they didn't try another tobacco product until at least 2 or 3 months had passed, or more.

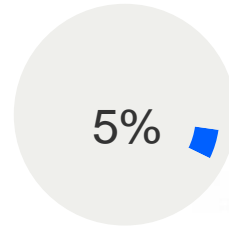
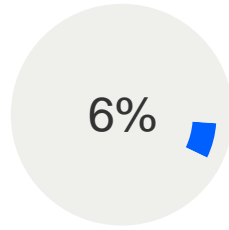
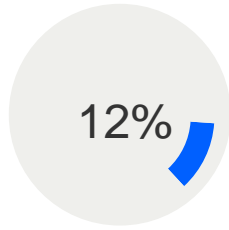
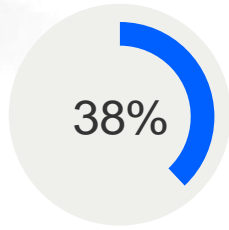
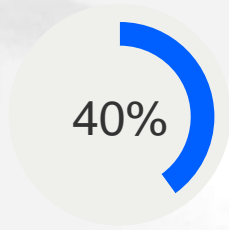


As for the **frequency** of shisha consumption..

94%  
of shisha consumers state they consume it less than once a week

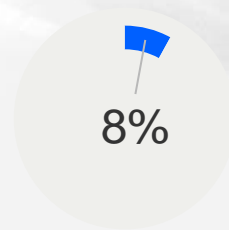
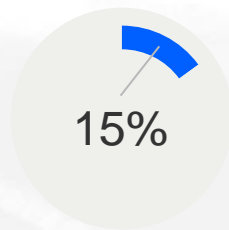
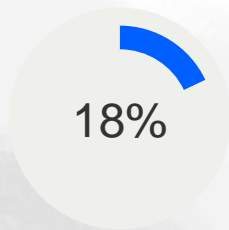
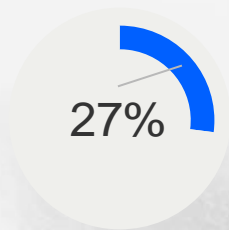
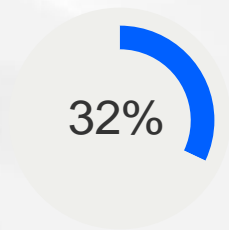


Mainly, the place where shisha is **tried** for the first time ...



The place where shisha is tried for the first time is in cafés / bars or at a friend's home

The **consumption** of shisha goes from trying it outside the home to consumption inside the home, although...



Cafés and friends' homes are still the places where consumption is most relevant

## When do you use shisha?

Almost 7 in 10 shisha smokers consume it in a social setting – with friends/family



When I'm **with friends**, talking, hanging out, etc. 59%

When I am **alone** 3%

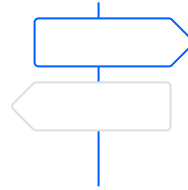
When I am with my **partner/close family** 8%

I don't have a specific situation when I use shisha 30%



## Shisha is not considered a gateway to tobacco use

- Nearly 9 in 10 current cigarette/rolling tobacco smokers say they did not start with shisha.



## Occasional use of the shisha has been reported

- Overall, occasional use has been reported. 94% said they use shisha less than once a week and 56% of consumers say they only use shisha once a year or less.



## The use of shisha is social

- Shisha consumption is social, with respondents reporting it as linked to meetings with friends or family for almost 7 out of 10, in bars or cafés (32%) or at friends' houses (27%).

# Thanks

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