

Trends in electronic cigarette use in England



Robert West

Emma Beard

Jamie Brown

University College London

www.smokinginengland.info

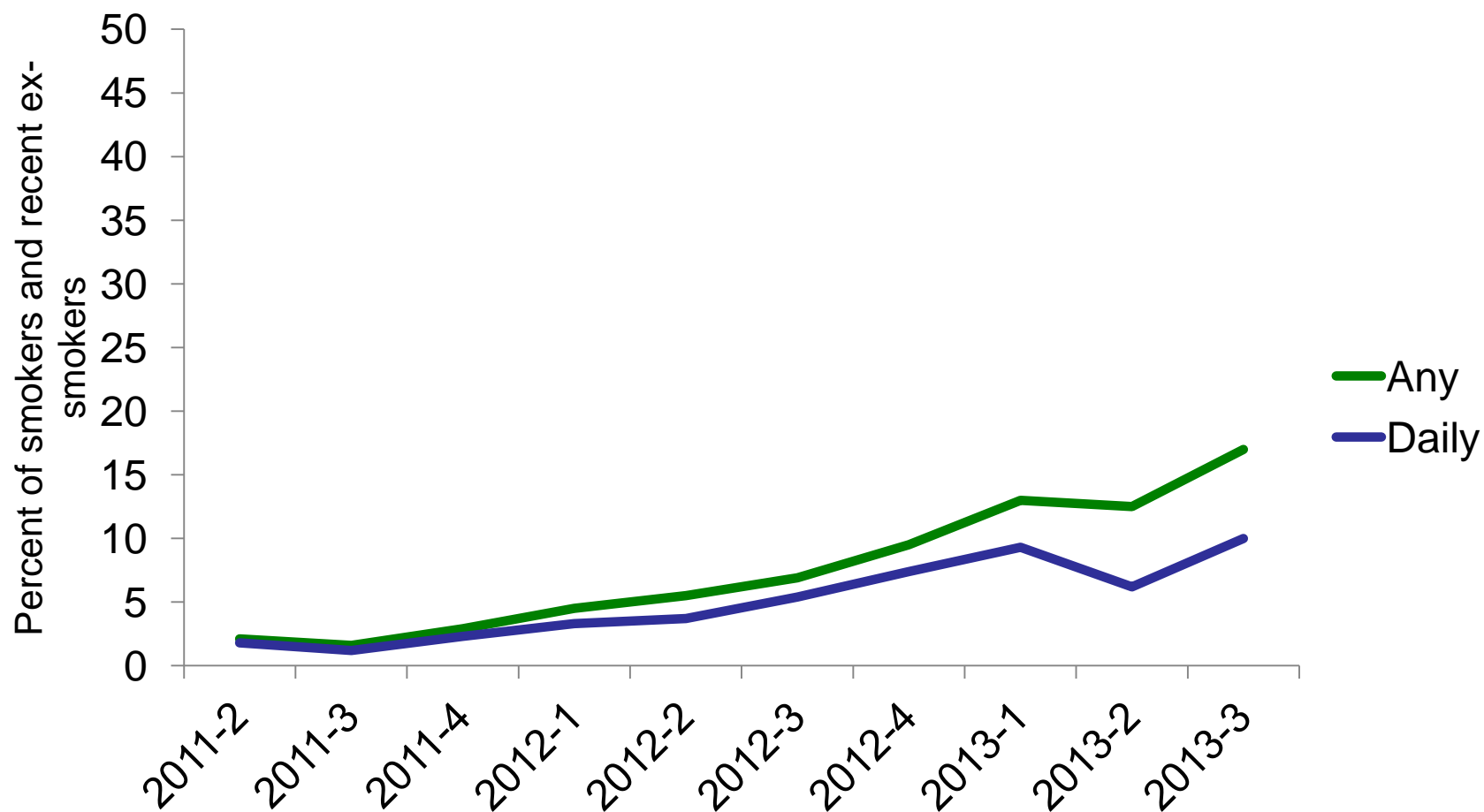
Declaration of competing interest

- I undertake research and consultancy for companies that develop and manufacture smoking cessation medicines and licensed nicotine products
- I am a trustee of the charity, QUIT
- I am an honorary co-director of the National Centre for Smoking Cessation and Training
- My salary and most of my research is funded by Cancer Research UK

Methods

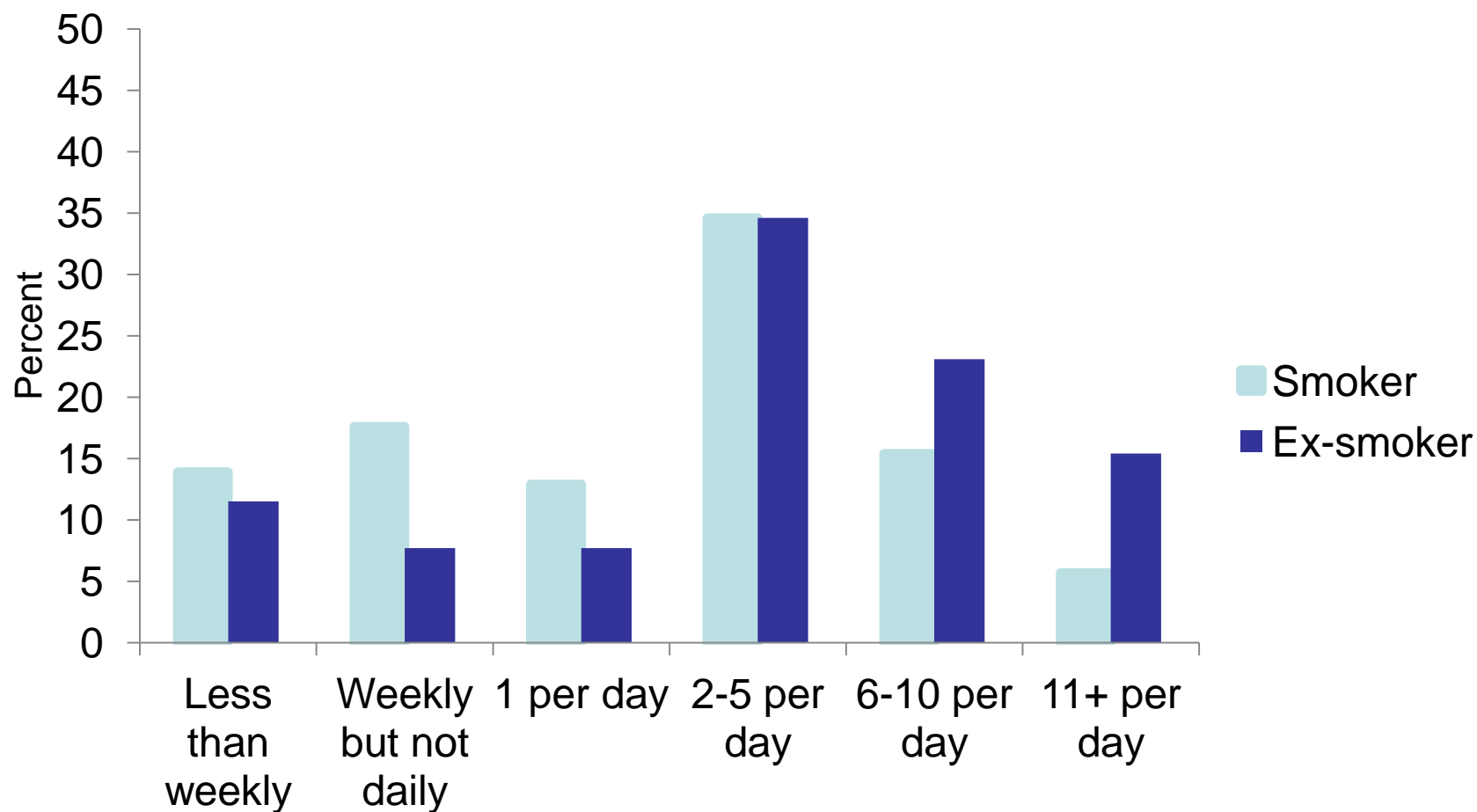
- Monthly household surveys
- Each month involves a new representative sample of ~1800 respondents; smokers ~450
- Data collected on electronic cigarettes since second quarter 2011
- Fidler, et al., 2011. *'The smoking toolkit study': a national study of smoking and smoking cessation in England*. BMC Public Health 11:479
- For more info see www.smokinginengland.info

Prevalence of electronic cigarette use



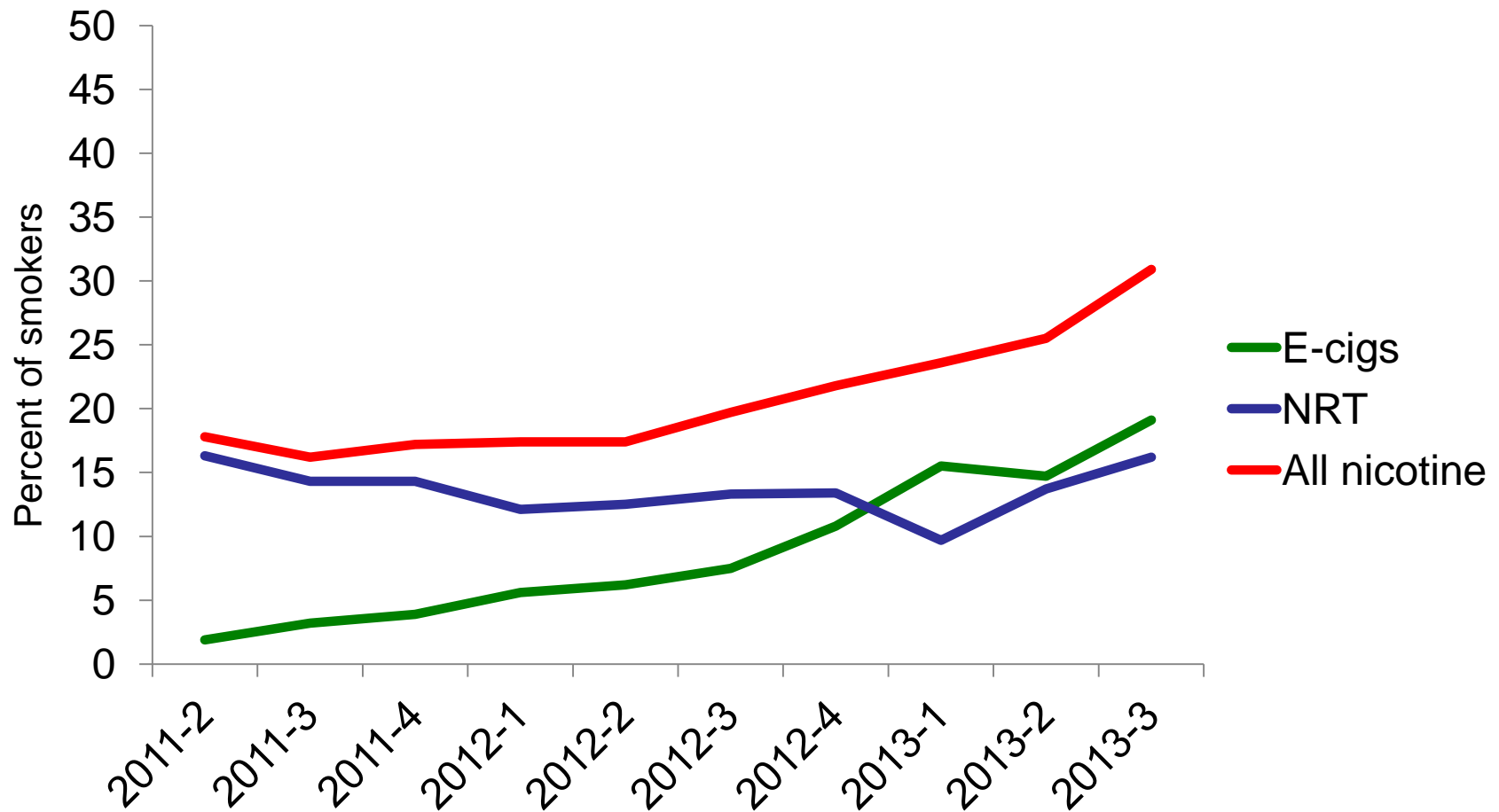
N=9,244 adults who smoke or who stopped in the past year

Electronic cigarette use



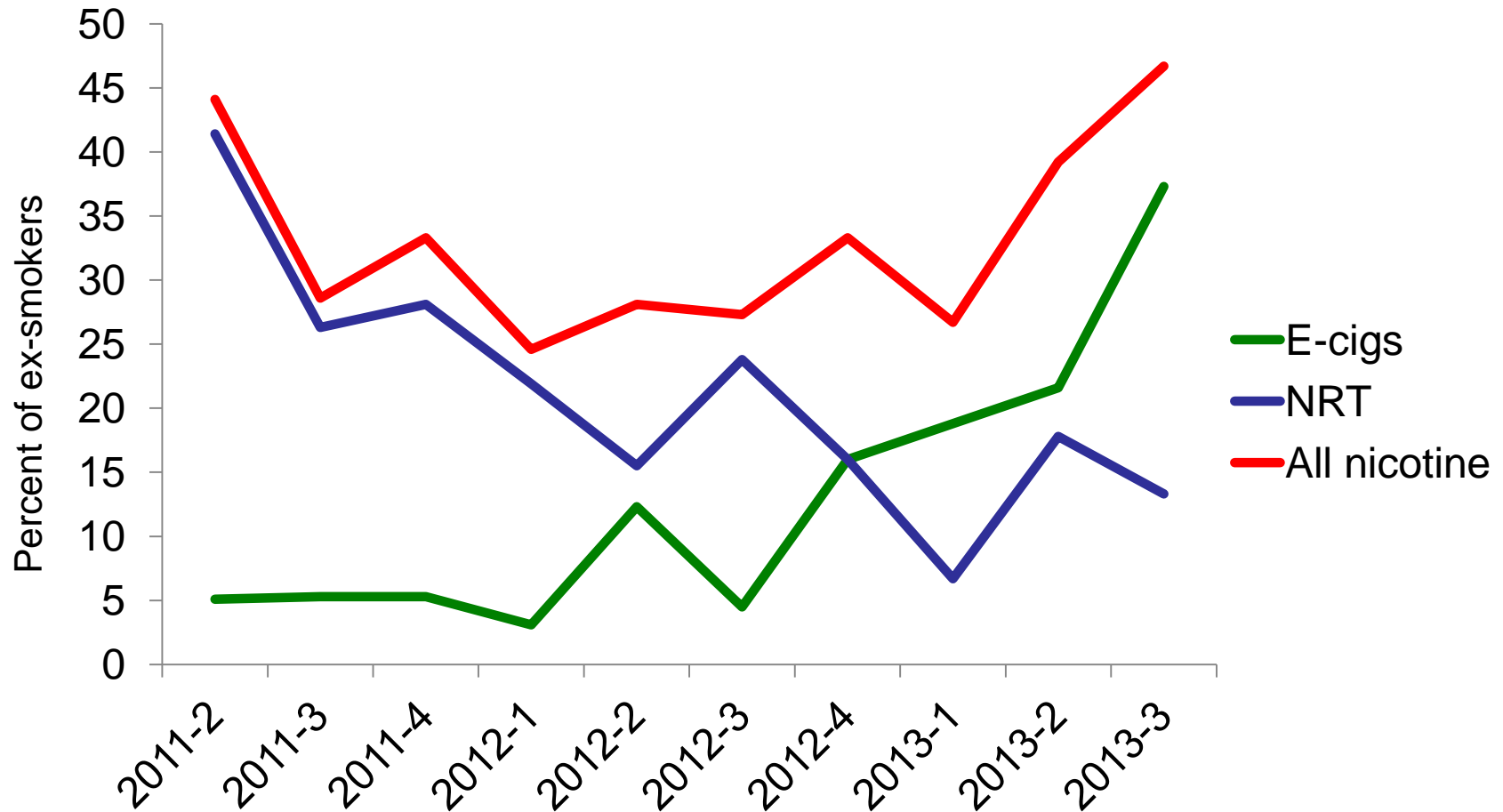
N=590 e-cigarette users not using NRT

Prevalence of nicotine products while smoking



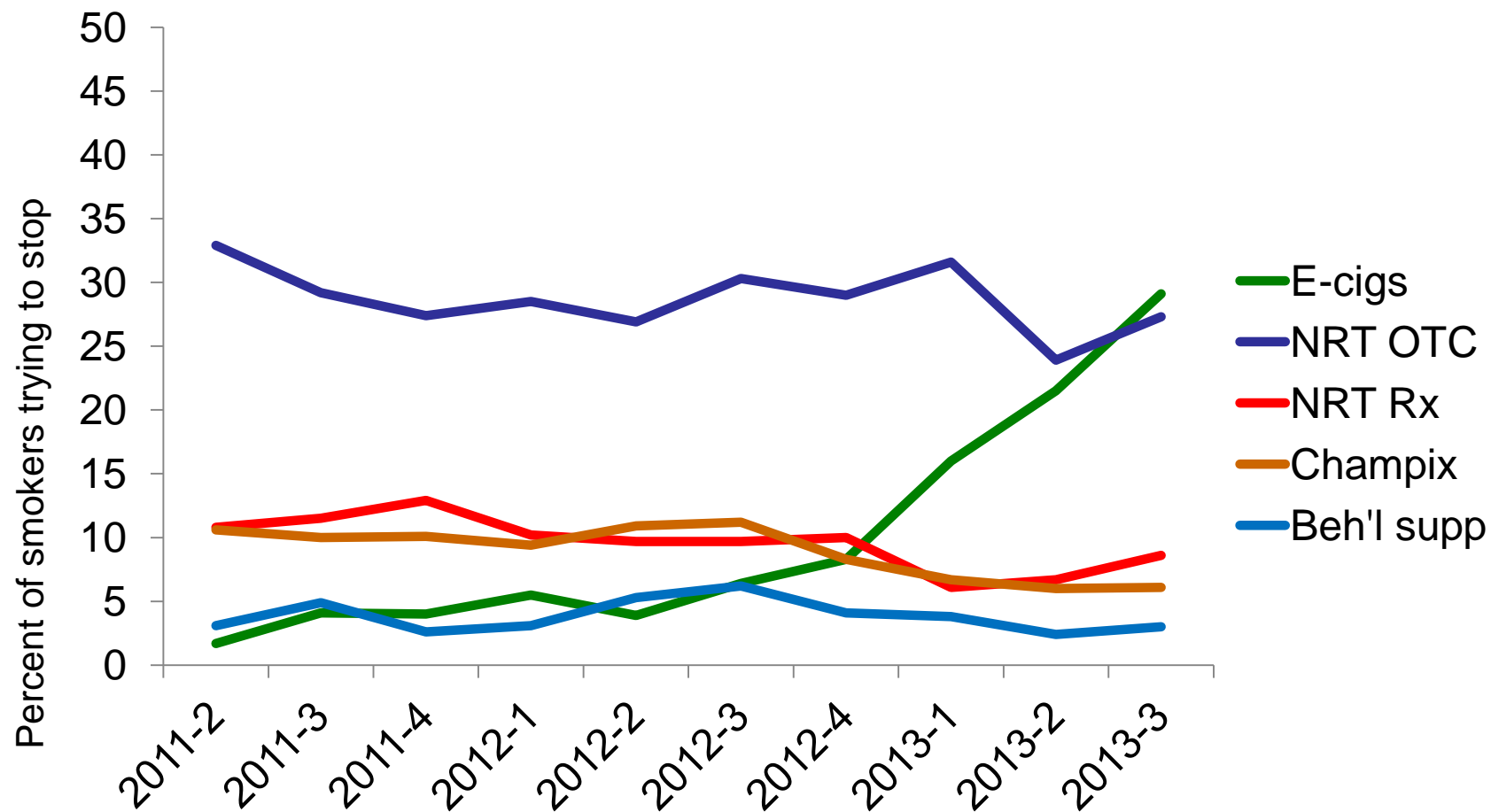
N=8,619 smokers

Prevalence of nicotine products in recent ex-smokers



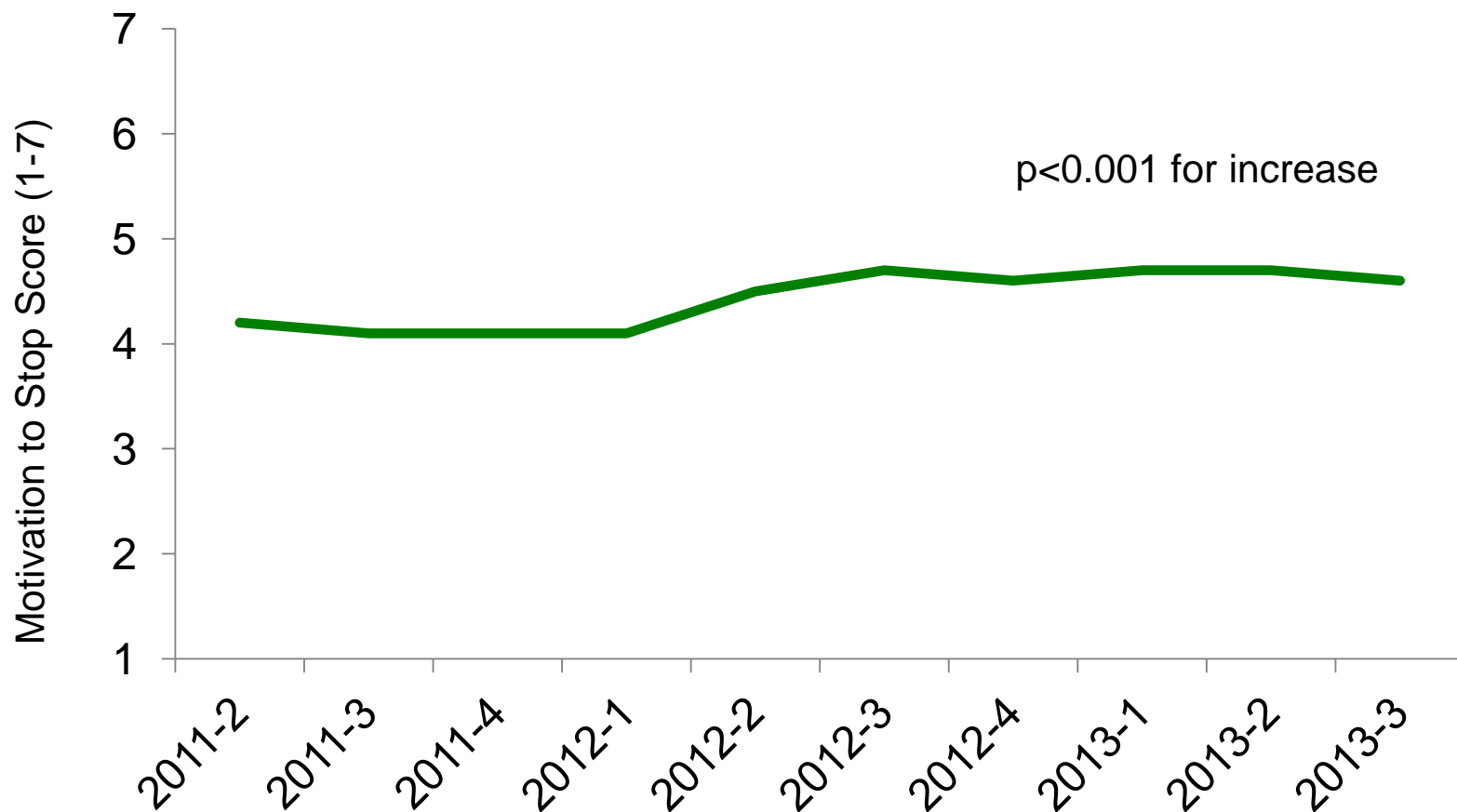
N=532 adults who stopped in the past year

Aids used in most recent quit attempt



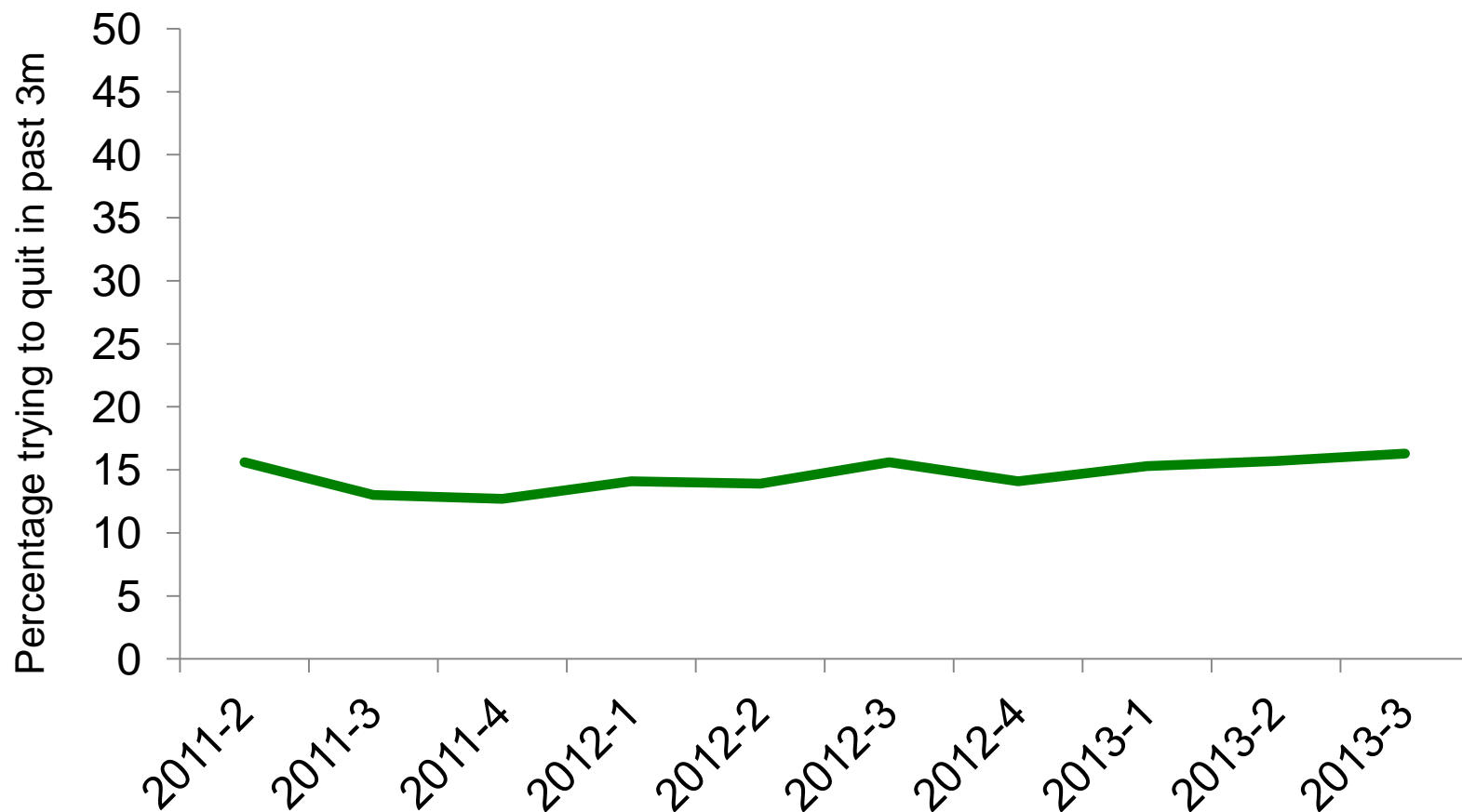
N=4,164 adults who smoke and tried to stop or who stopped in the past year

Motivation to quit



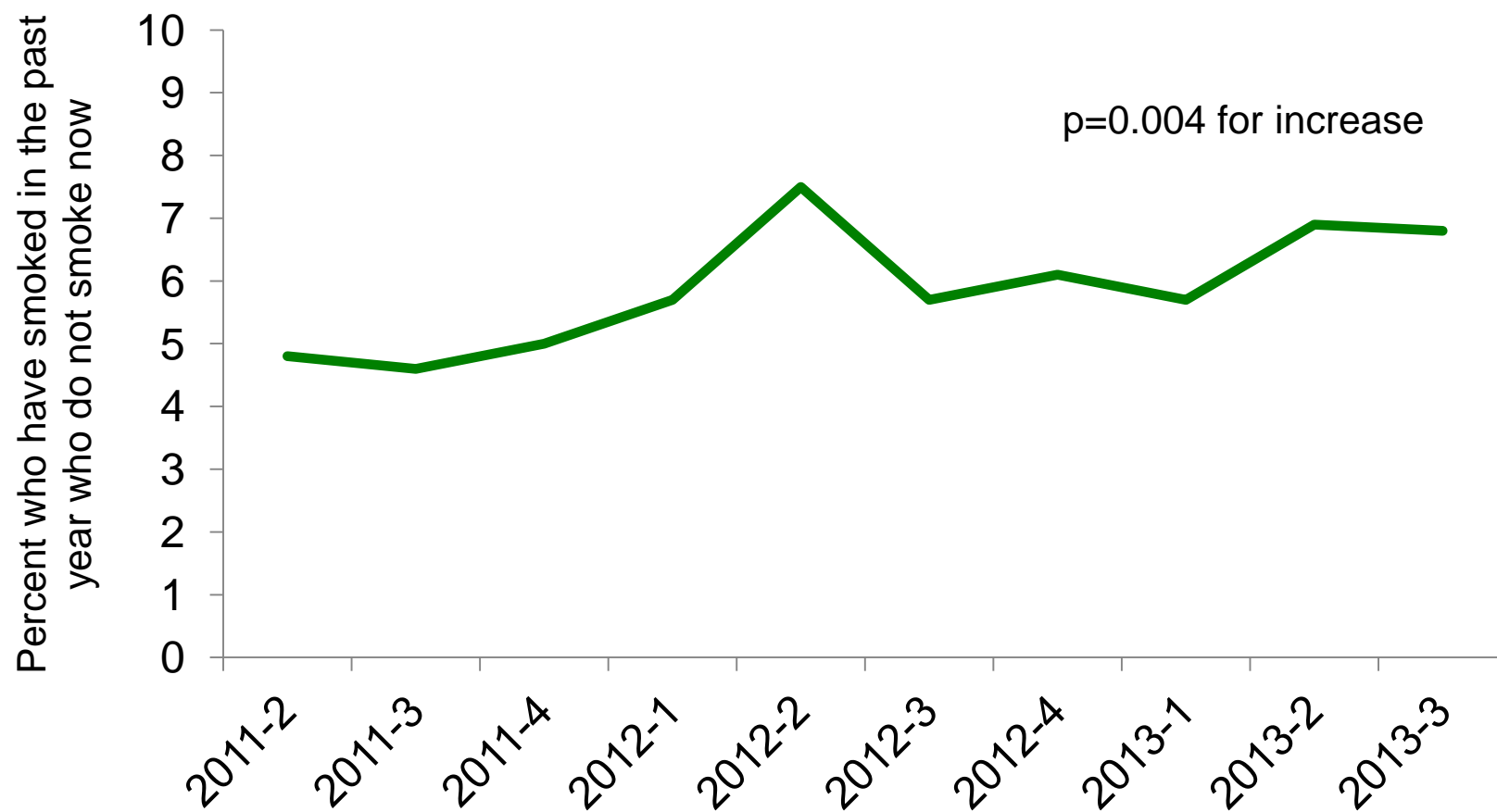
N=11,075 adults who smoke

Quit attempts



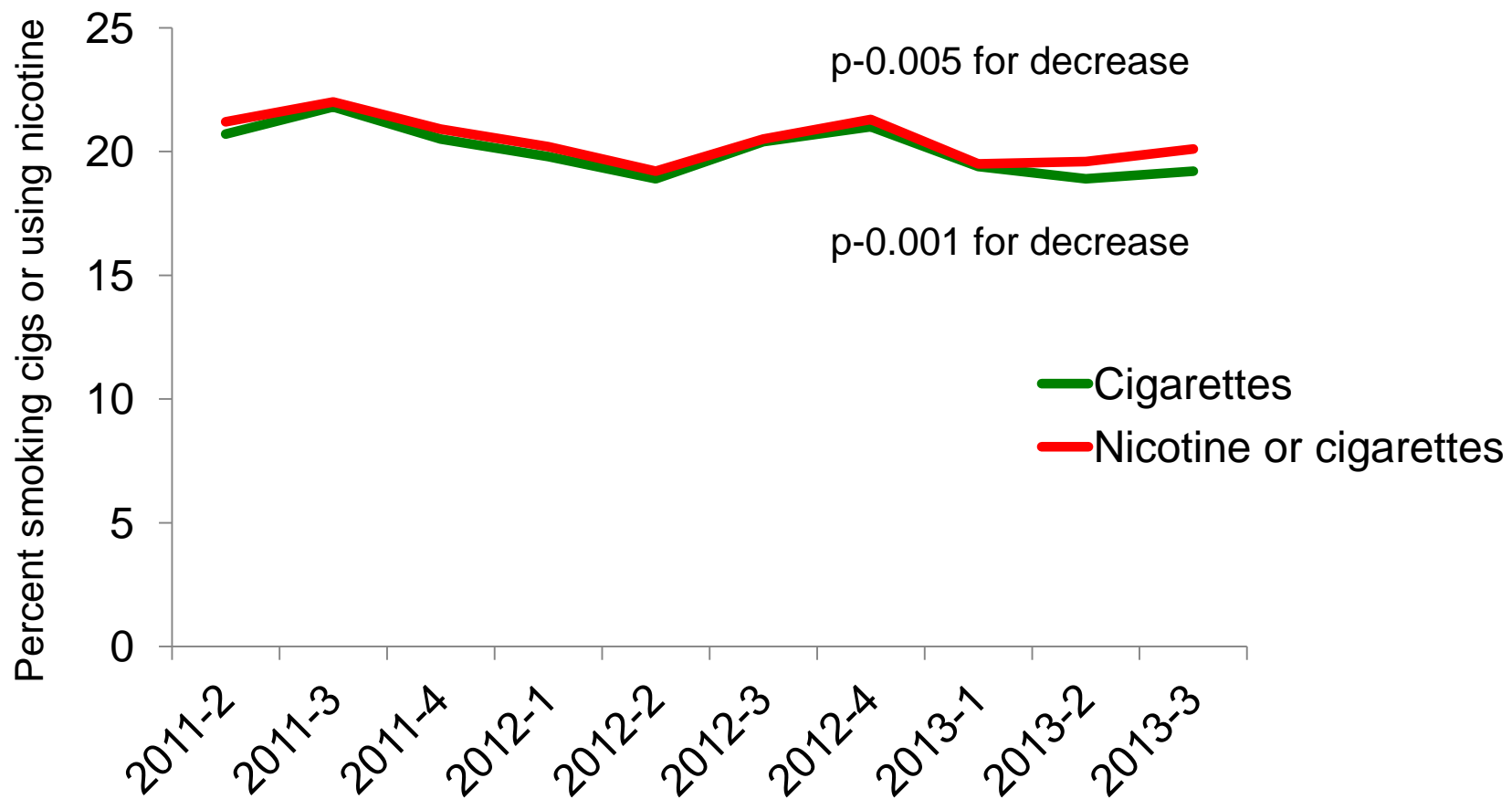
N=11,916 adults who smoked or who stopped in the past 3 months

Quitting

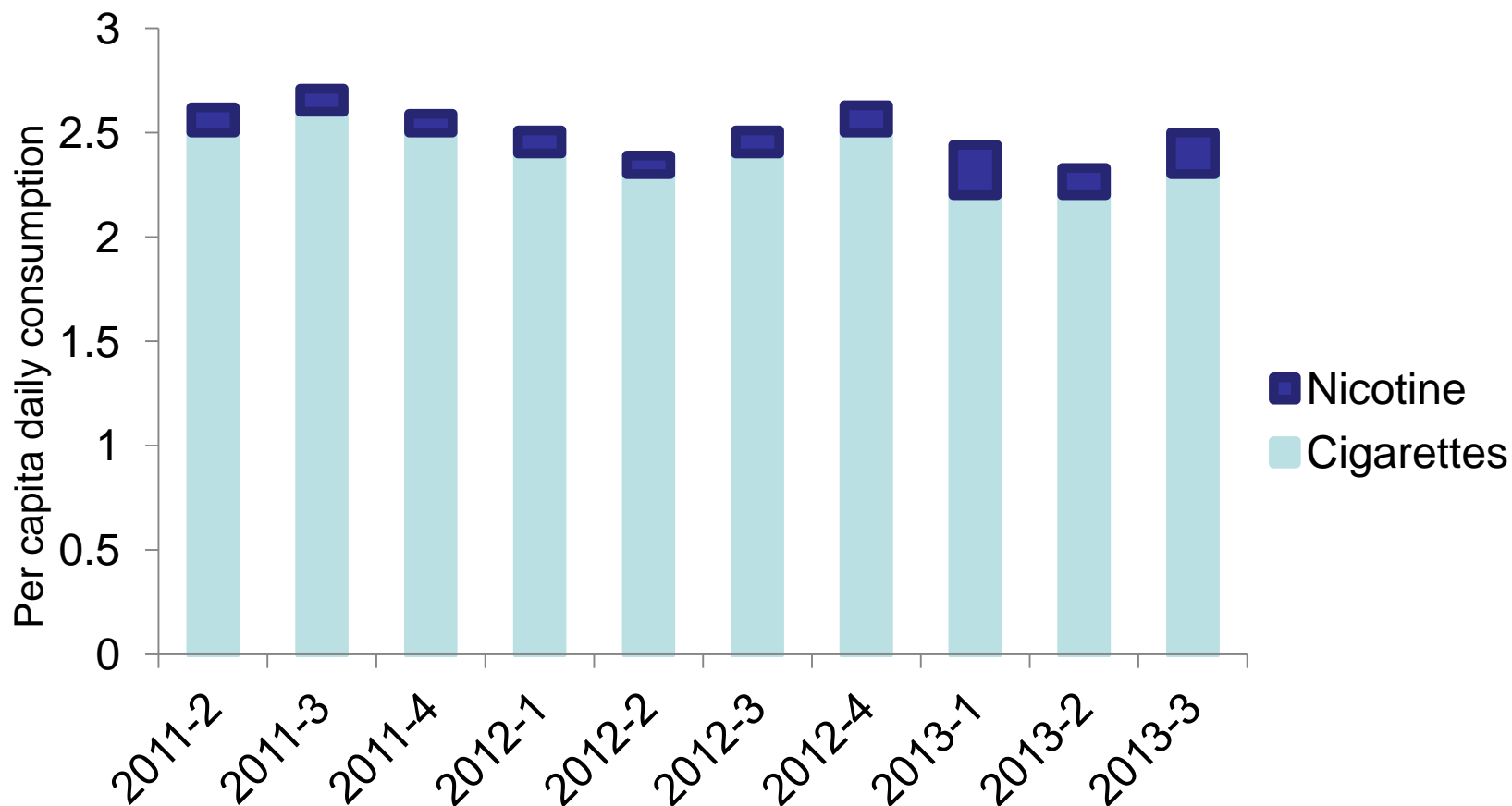


N=11,919 adults who smoked in the past year

Prevalence of nicotine/cigarette use



The nicotine/cigarette market



N=42,347 adults

Nicotine data only from last year smokers
 nondaily nicotine: <1 pw=0.1, 1+ pw=0.5

Conclusions

- An estimated 1 in 6 smokers and recent ex-smokers use electronic cigarettes and 1 in 10 use them daily
- Almost 1 in 3 quit attempts involve use of electronic cigarettes
- There has been a decrease in use of other aids to smoking cessation
- Motivation to stop smoking has increased slightly
- Quit rates have increased slightly
- Per capita cigarette consumption has shrunk but per capita consumption of all nicotine products appears to have shrunk less