

Trends in electronic cigarette use in England



www.smokinginengland.info/latest-statistics

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Background

- Electronic cigarette use has become prevalent in many countries
- In England, electronic cigarettes are regulated as consumer products
- It is important to track use of electronic cigarettes and assess how far they are promoting or detracting from reduction in prevalence of cigarette smoking

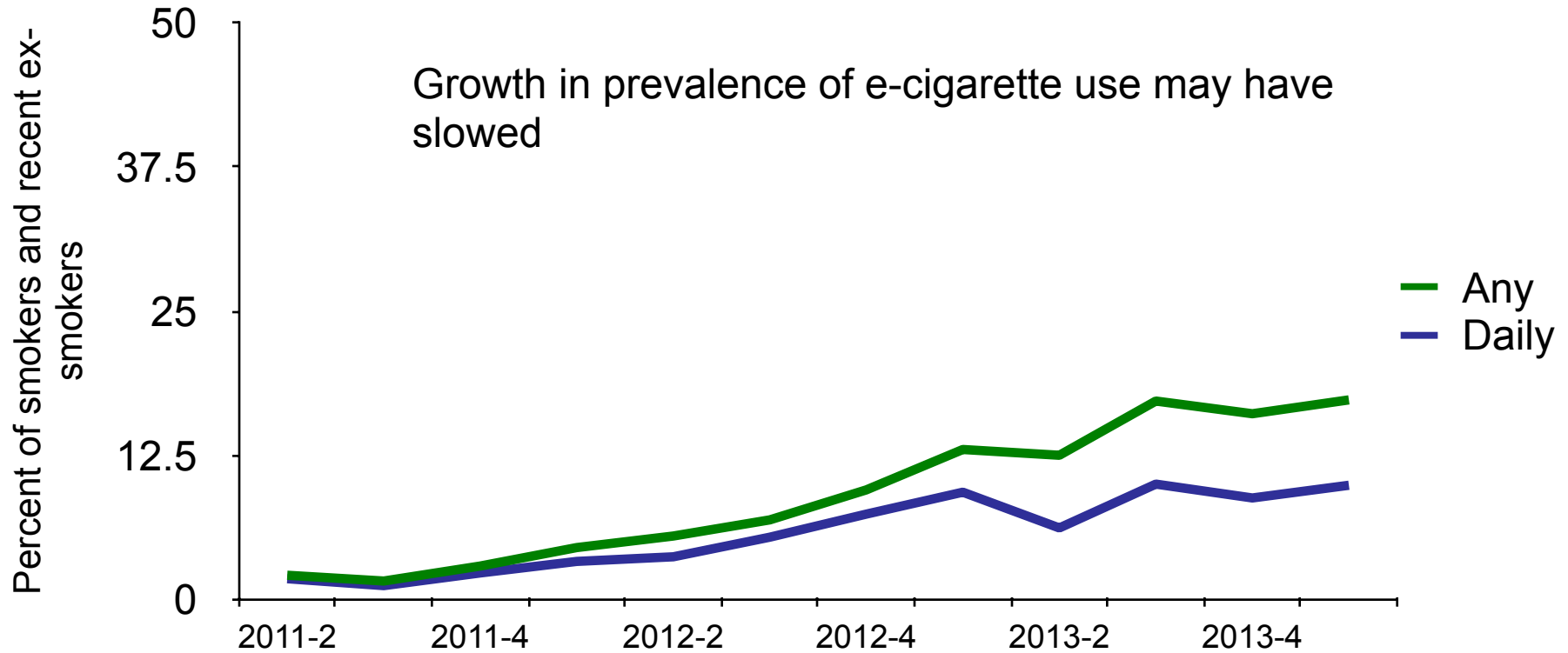
Aims

- To track use of electronic cigarettes over time and assess how far any increase is accompanied by changes in:
 - use of other aids to cessation or smoking reduction
 - key performance indicators for tobacco control
 - smoking prevalence
 - smoking cessation rates
 - motivation to stop smoking
 - attempts to stop smoking
 - success of attempts to stop smoking
- To assess prevalence of use of electronic cigarettes in people who have never smoked regularly or stopped for more than a year
- To estimate changes in the total tobacco and nicotine market

Methods

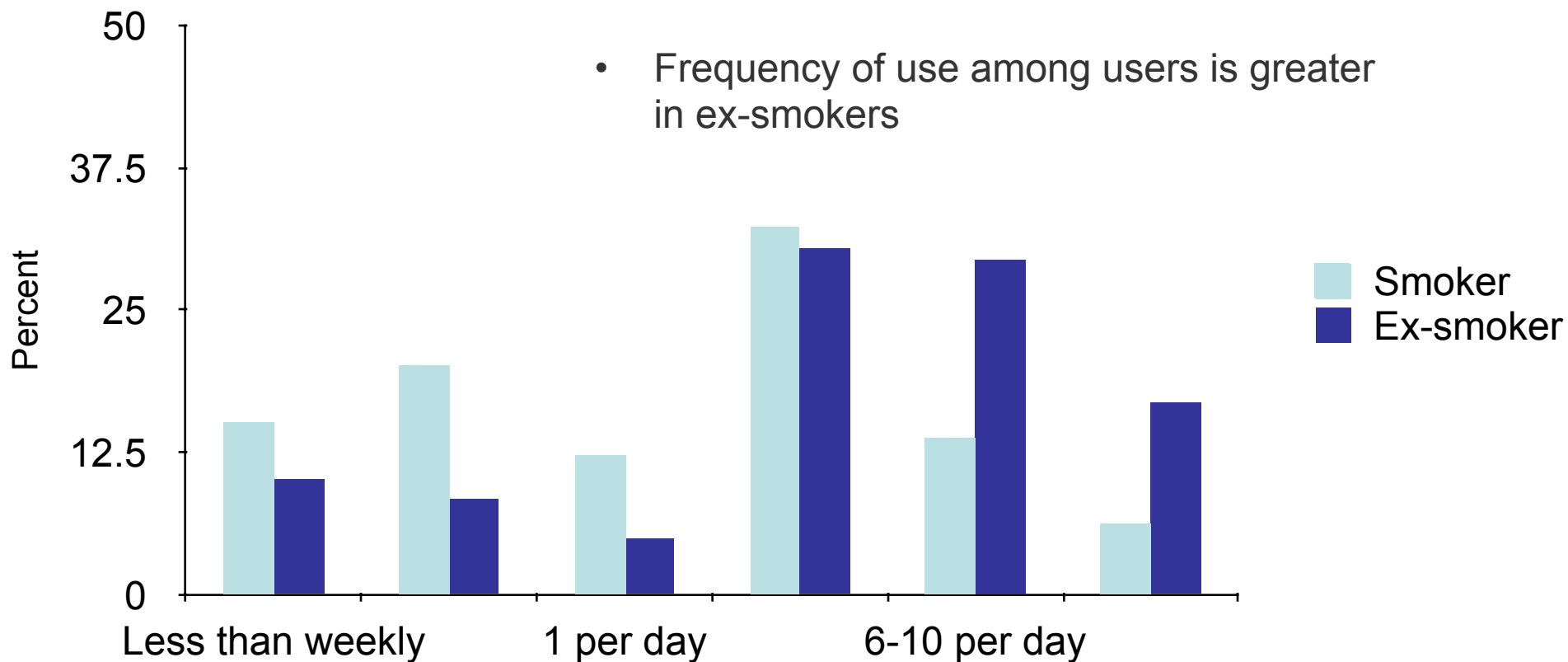
- Monthly household surveys
- Each month involves a new representative sample of ~1800 respondents; smokers ~450
- Data collected on electronic cigarettes since second quarter 2011
- Fidler, et al., 2011. *'The smoking toolkit study': a national study of smoking and smoking cessation in England.* BMC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

Prevalence of electronic cigarette use: smokers and recent ex-smokers



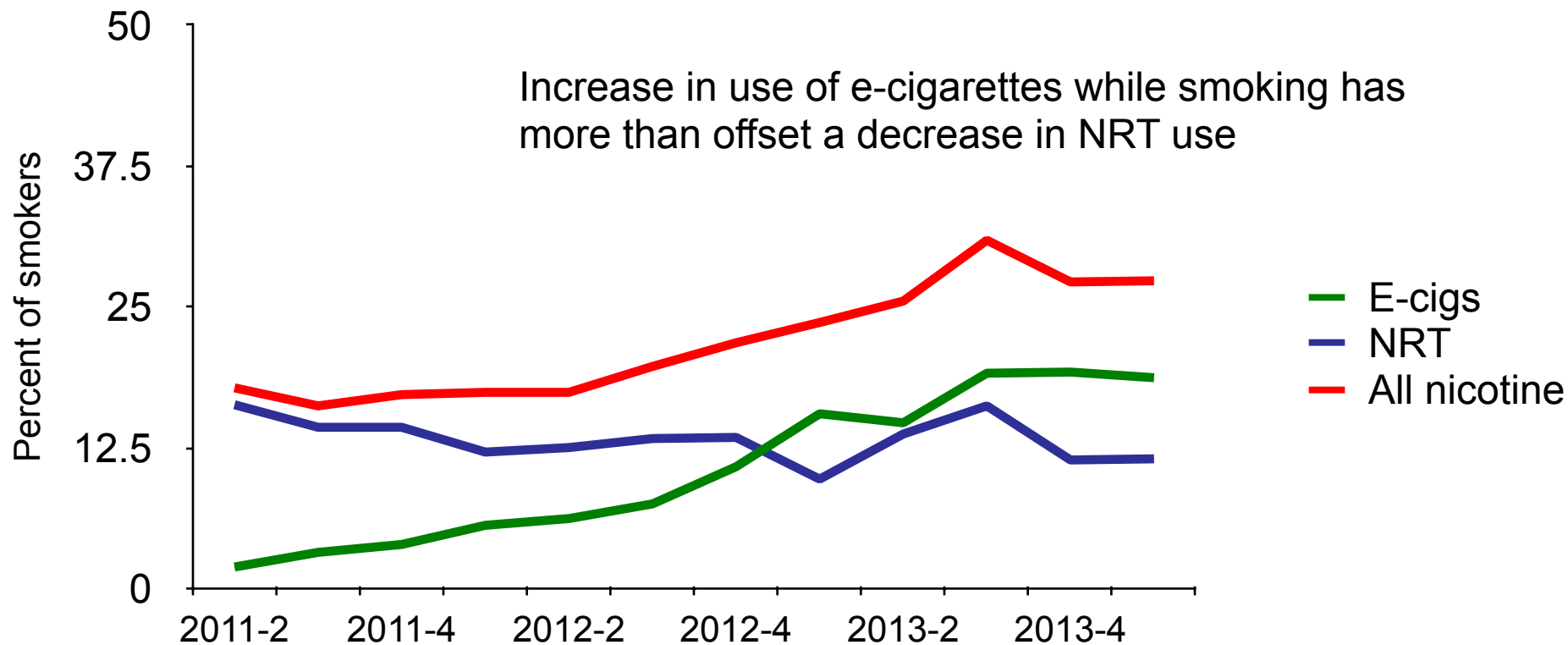
N=11,666 adults who smoke or who stopped in the past year; increase $p < 0.001$

Electronic cigarette use



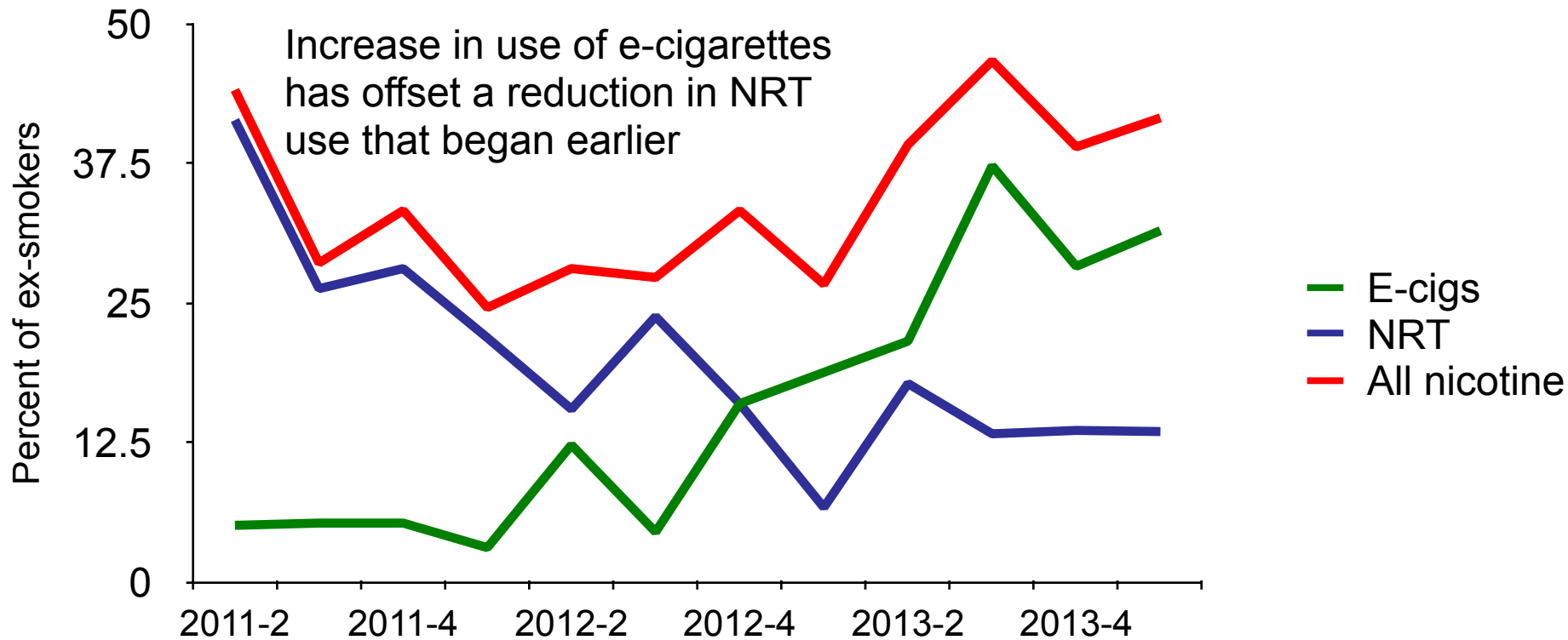
N=875 e-cigarette users not using NRT

Prevalence of nicotine products while smoking



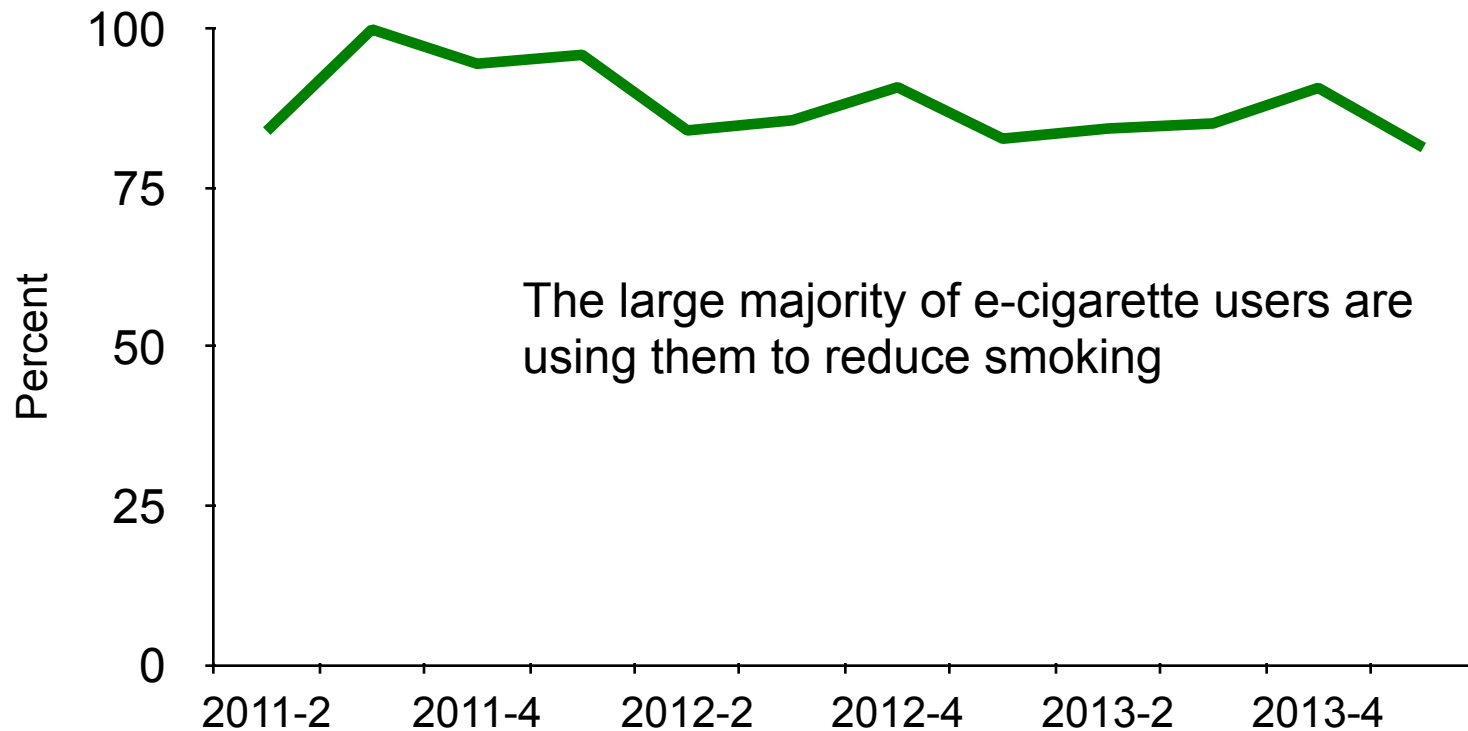
N=10,843 smokers, increase $p < 0.001$ e-cigs and all nicotine; decrease $p = 0.025$ for NRT

Prevalence of nicotine products in recent ex-smokers



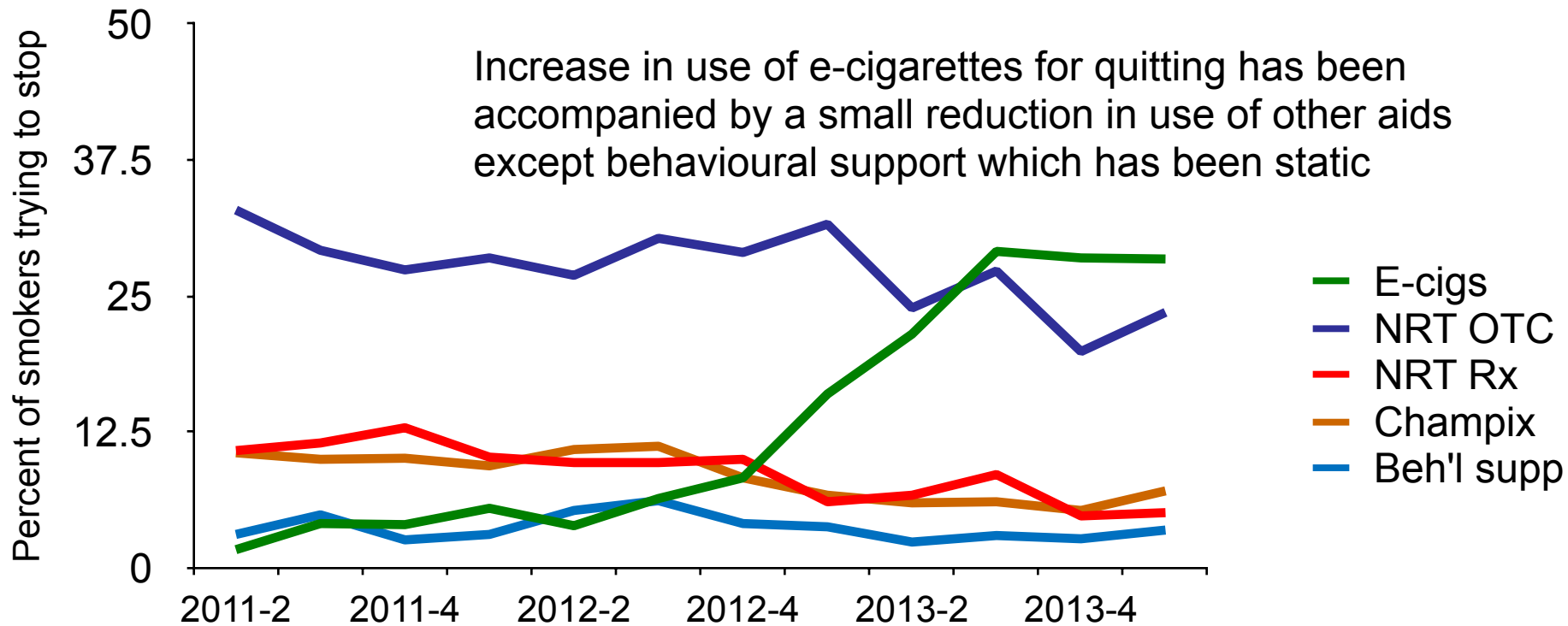
N=702 adults who stopped in the past year; increase $p < 0.001$ for e-cigs; decrease $p < 0.001$ for NRT

Proportion of e-cigarette users who are smokers



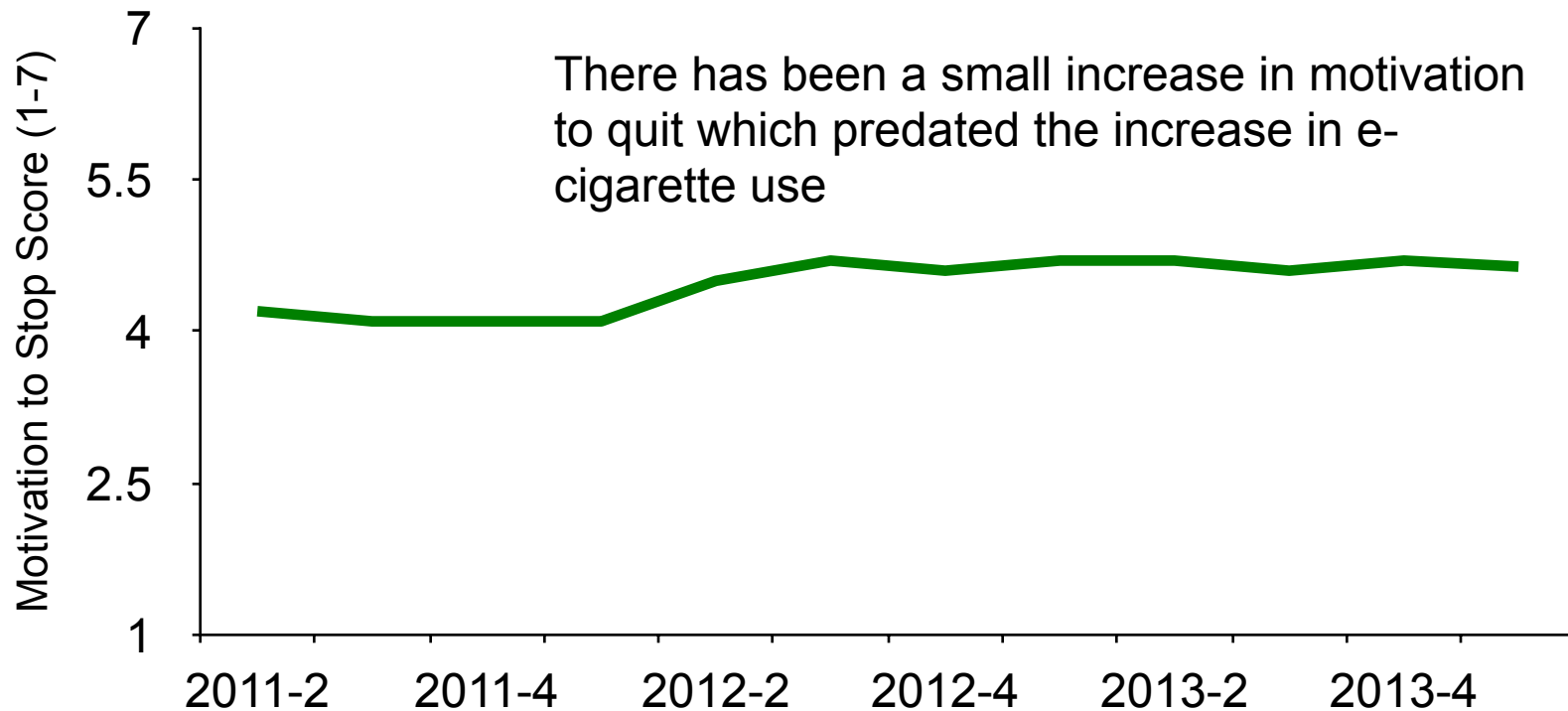
N=11,663 adults who smoke or who stopped in the past year, except 21013-4 onwards which include never smokers and long-term ex-smokers

Aids used in most recent quit attempt



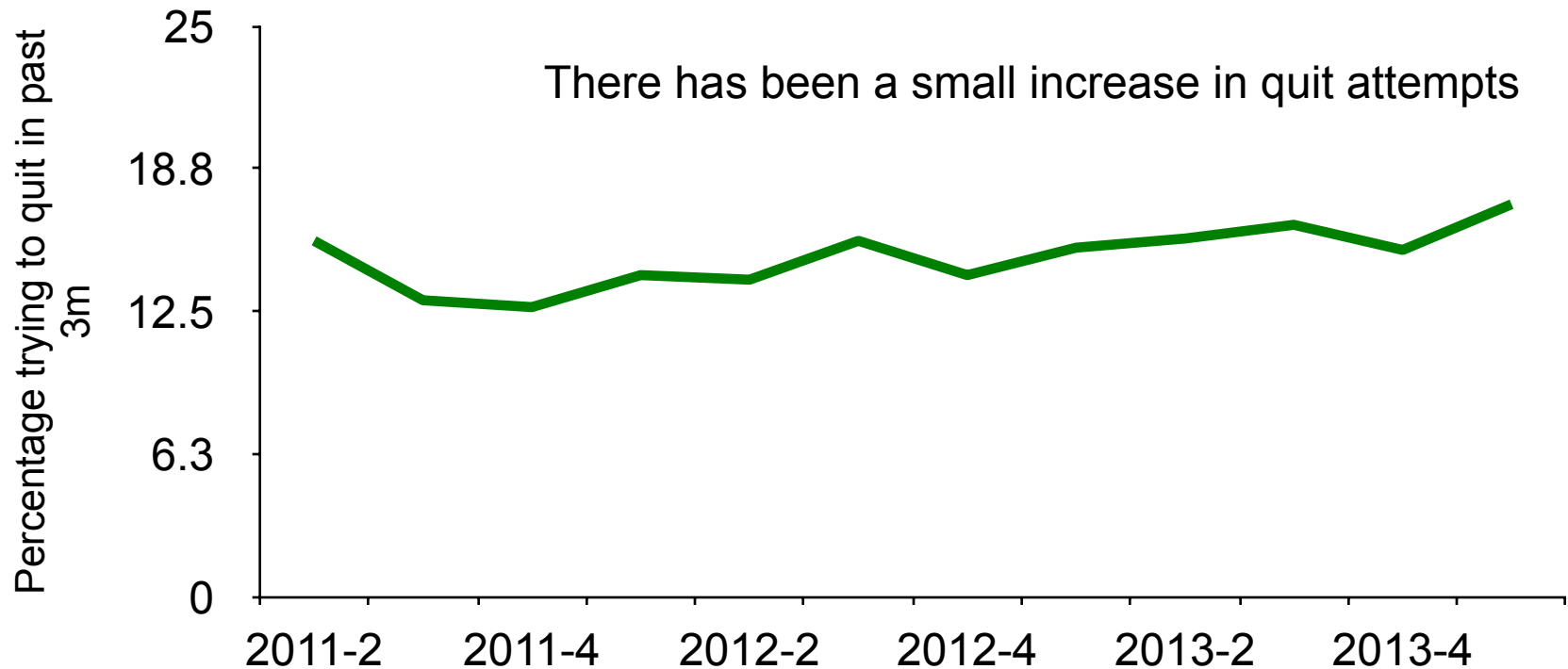
N=4,935 adults who smoke and tried to stop or who stopped in the past year

Motivation to quit



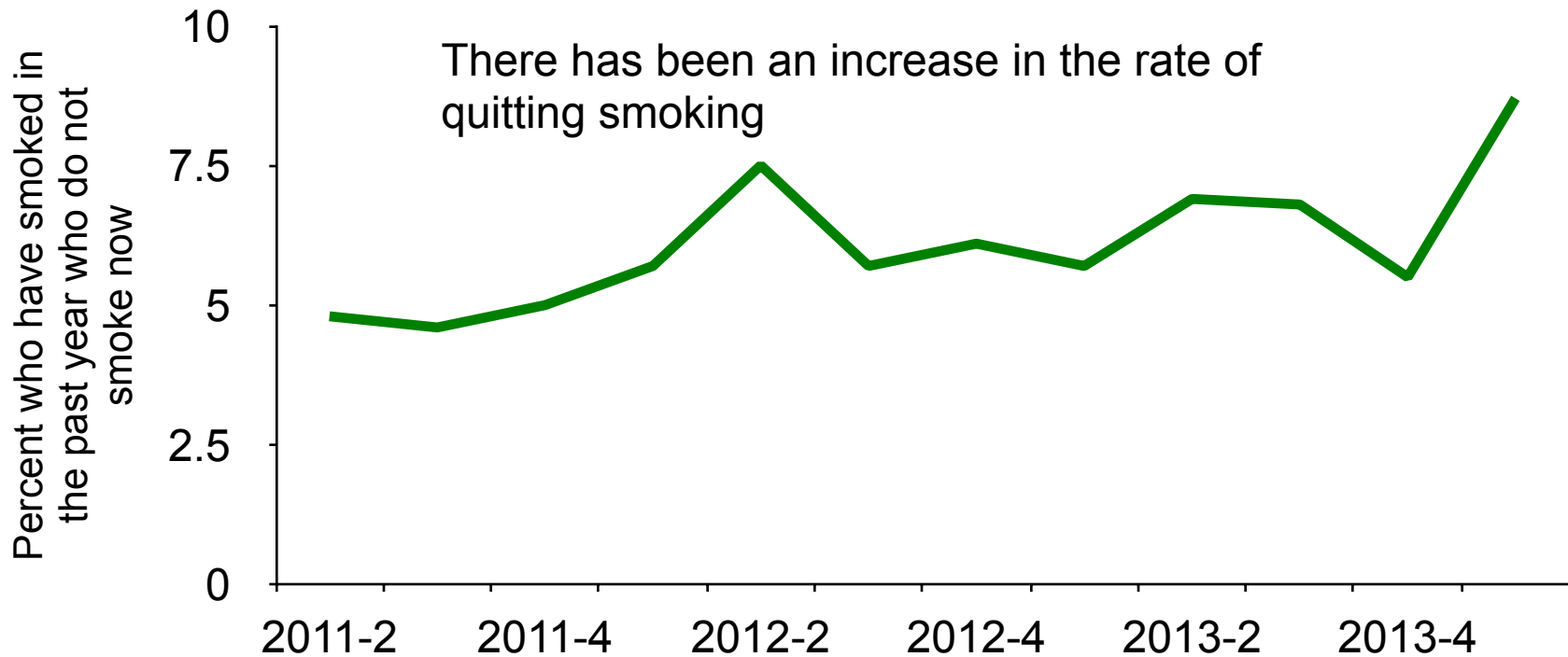
N=13,014 adults who smoke; increase $p < 0.001$

Quit attempts



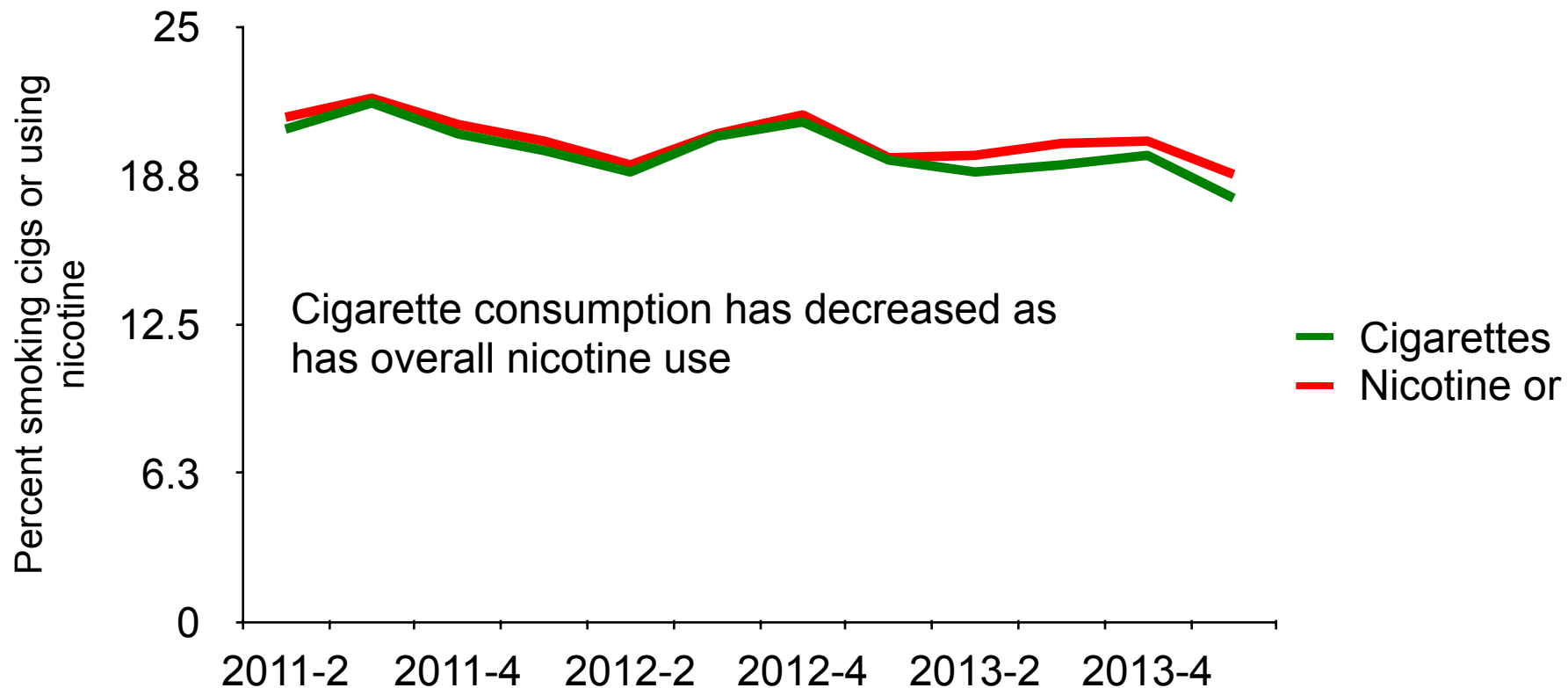
N=14,024 adults who smoke or who stopped in the past 3 months; increase $p=0.005$

Quitting



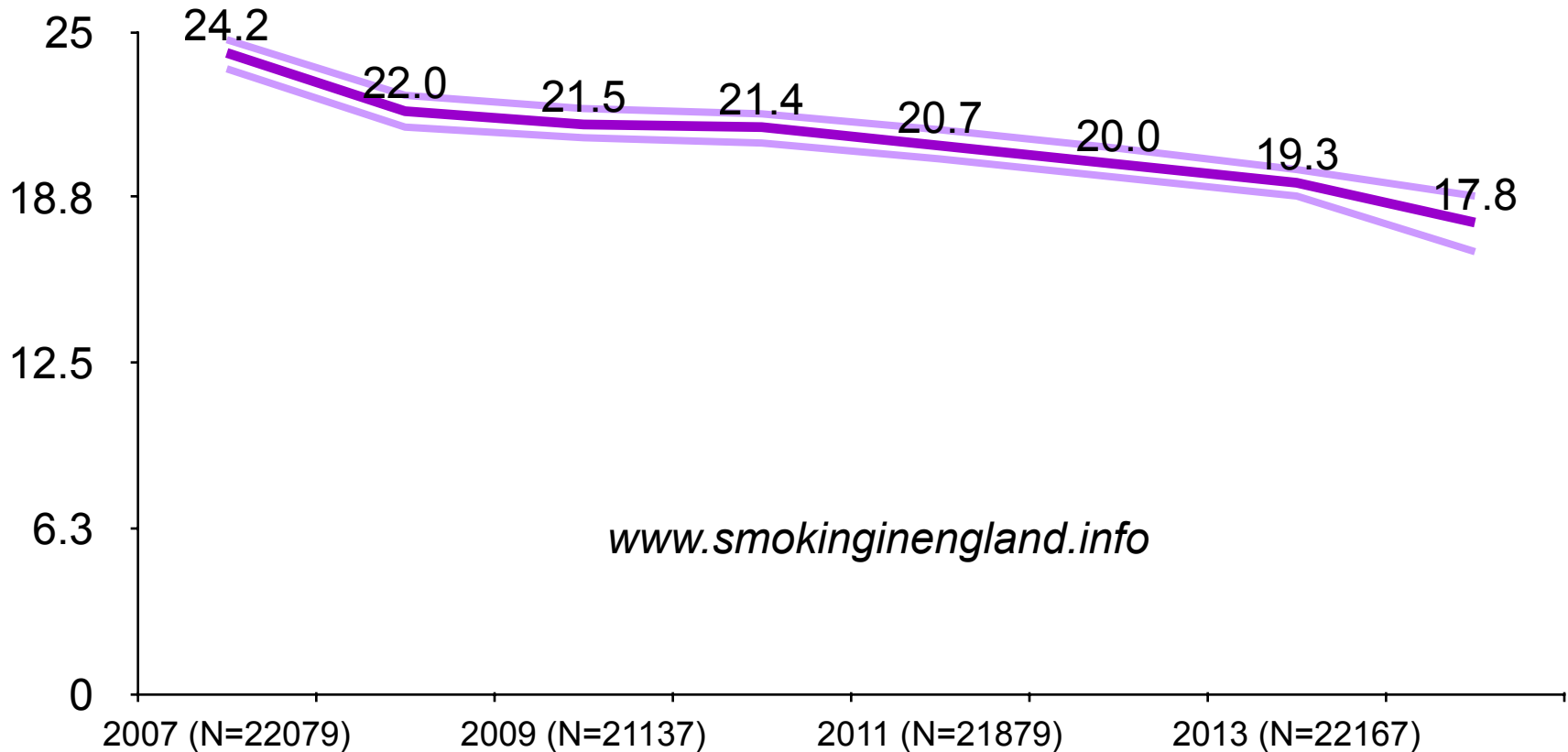
N=14,027 adults who smoked in the past year; increase $p < 0.001$

Prevalence of nicotine/cigarette use



N=64,222 adults, decrease $p < 0.001$ for both lines

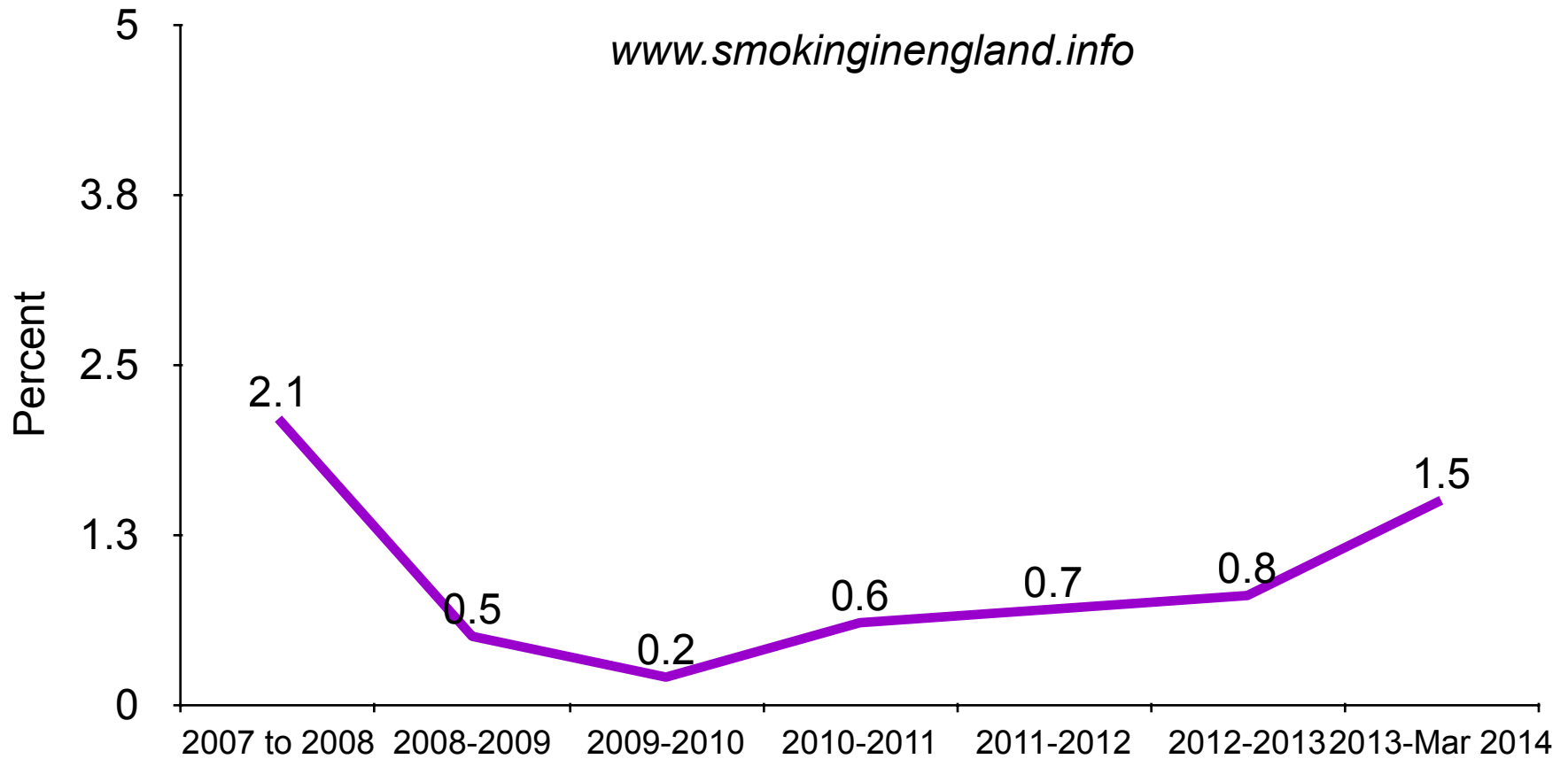
Cigarette smoking prevalence



Base: All adults

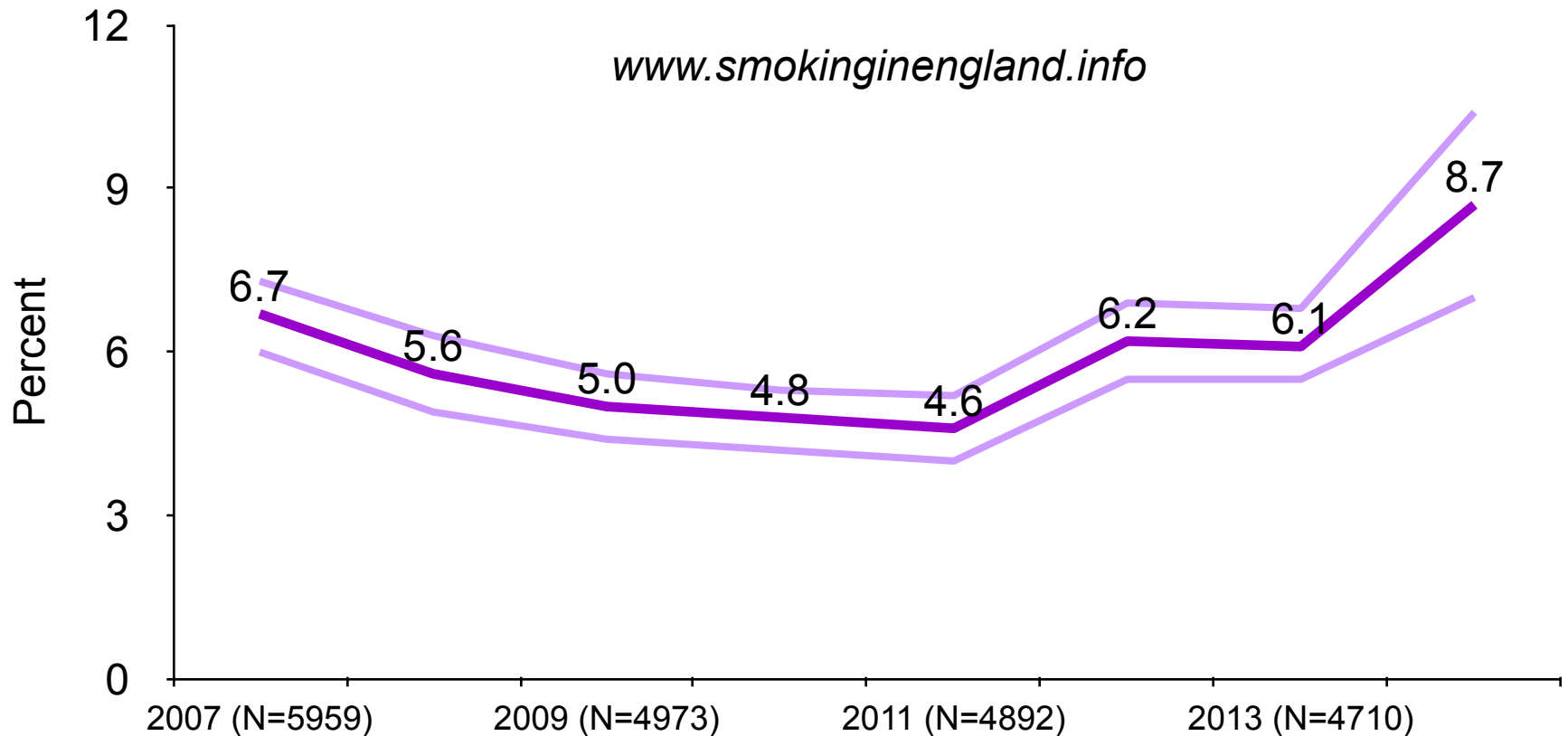
Graph shows prevalence estimate and upper and lower 95% confidence intervals

Decrease in smoking prevalence



Base: All adults

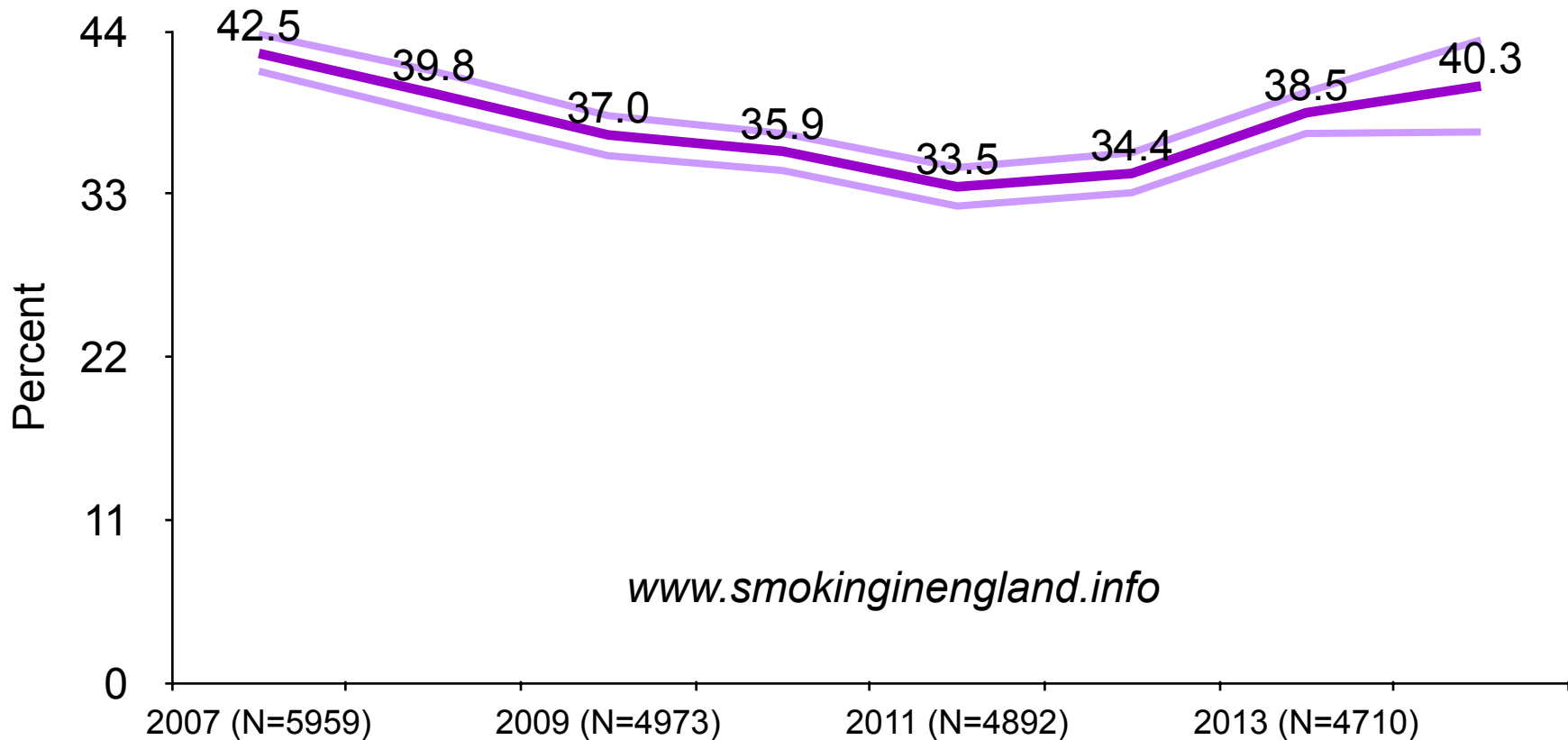
Stopped smoking in past 12 months



Base: Adults who smoked in the past year

Graph shows prevalence estimate and upper and lower 95% confidence intervals

Tried to stop smoking in past year

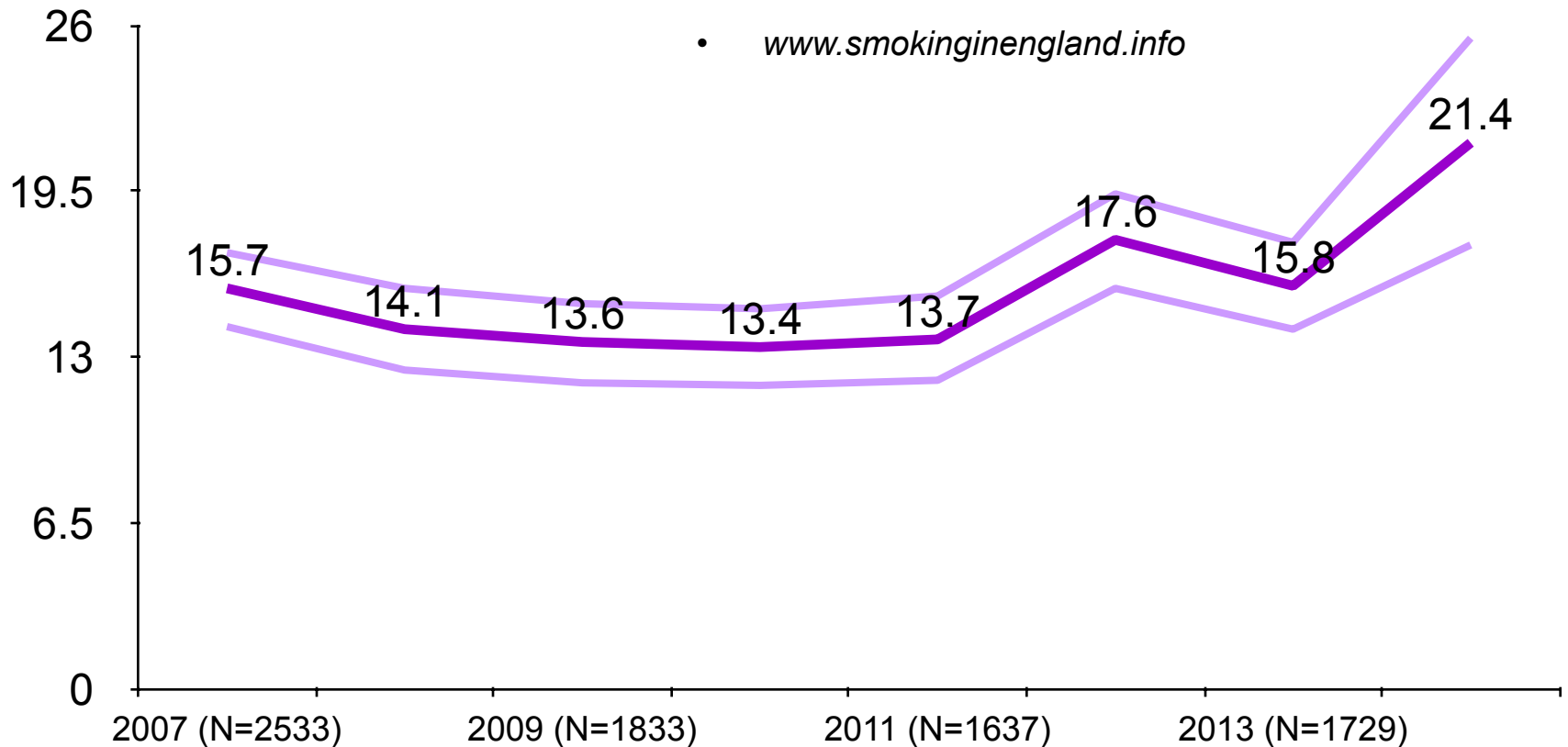


Base: Adults who smoked in the past year

Graph shows prevalence estimate and upper and lower 95% confidence intervals

Success rate for stopping in those who tried

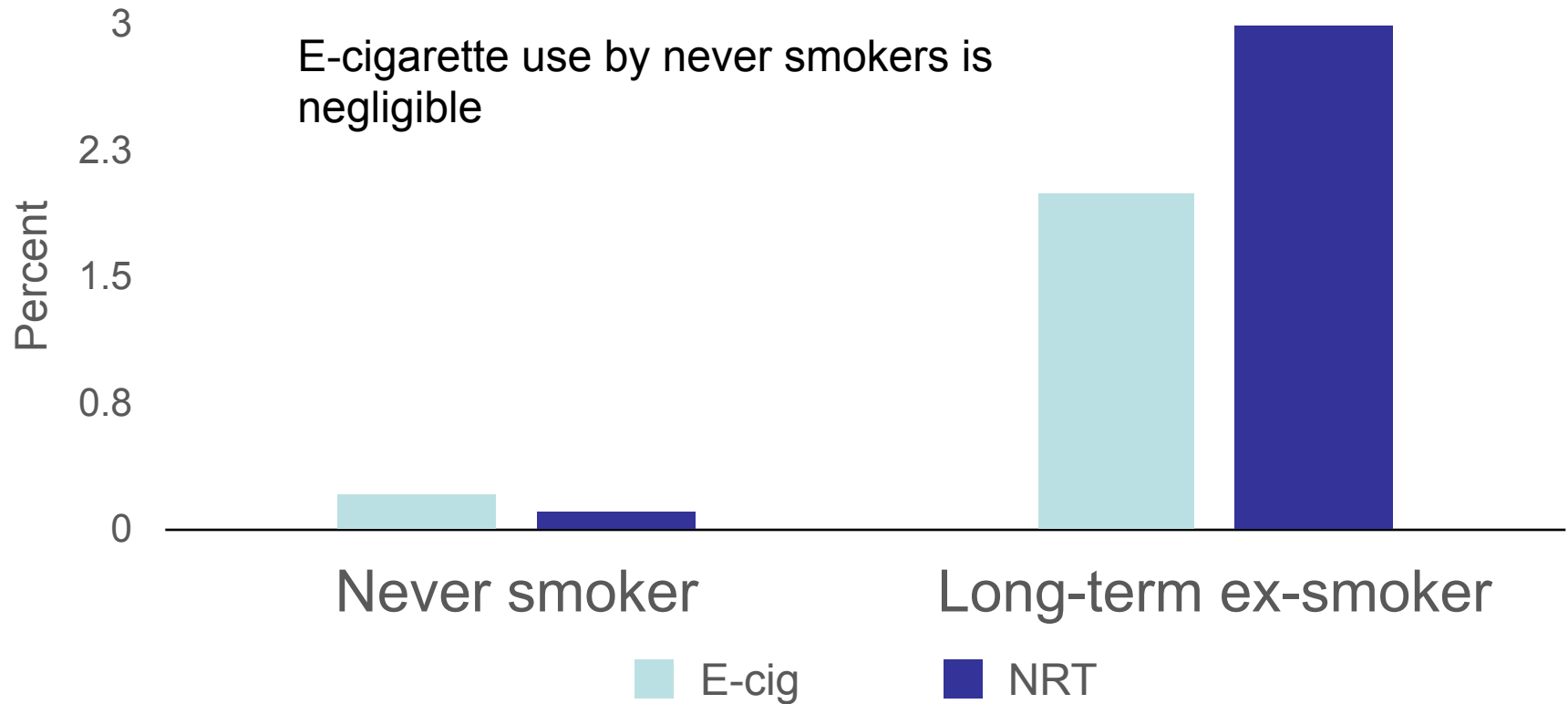
• www.smokinginengland.info



Base: Smokers who tried to stop in the past year

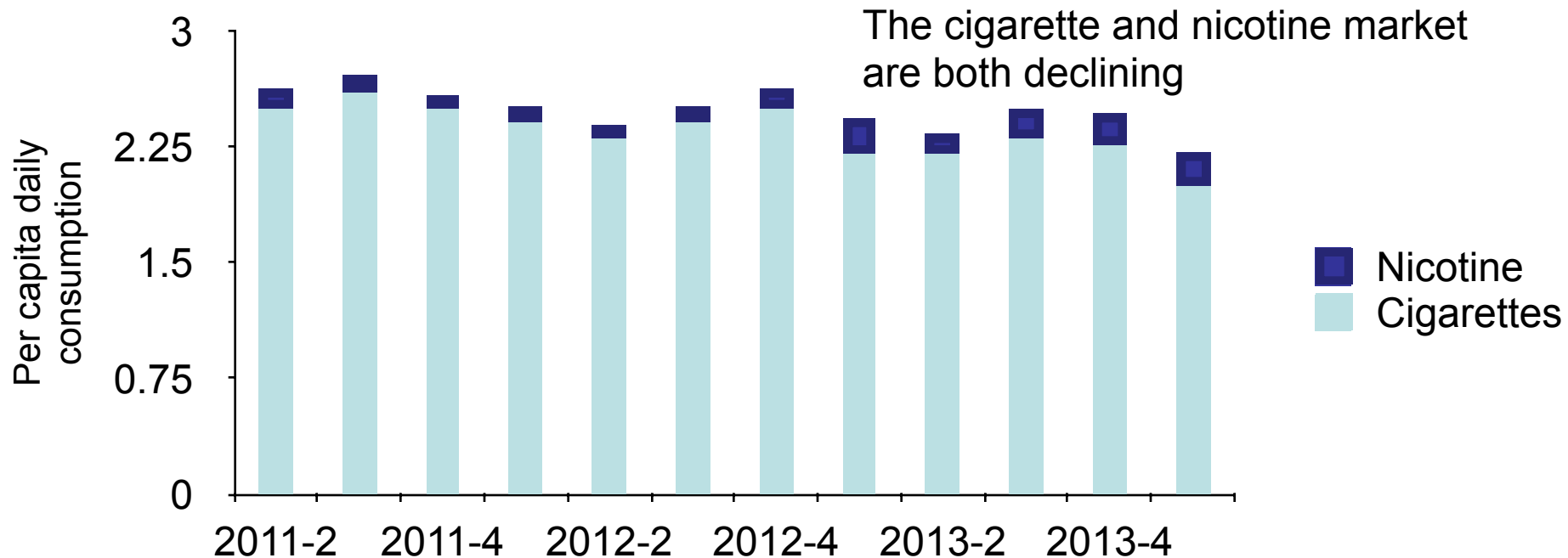
Graph shows prevalence estimate and upper and lower 95% confidence intervals

Nicotine use by never smokers and long-term ex-smokers



N=8,380 from Nov 2013

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

- The increase in electronic cigarette use prevalence may have slowed
- Growth in electronic cigarette use has been accompanied by a reduction, albeit smaller, in use of licensed nicotine products and prescription medication but not use of behavioural support
- Evidence does not support the view that electronic cigarettes are undermining motivation to quit or reduction in smoking prevalence
- Use of e-cigarettes by never smokers remains extremely rare
- Evidence conflicts with the view that electronic cigarettes are undermining tobacco control or 'renormalizing' smoking, and they may be contributing to a reduction in smoking prevalence through increased success at quitting smoking