

Susceptibility To Electronic Cigarette Use Among Current Nonsmokers

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Presenter Disclosures

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Background: Trends in Electronic Cigarette Use

	2010 n = 3,240 % (95% CI)	2011 n = 3,059 % (95% CI)	2012 N=3,101 % (95% CI)	2013 N=3,245 % (95% CI)
Ever Use	1.8 (1.3-2.3)	7.3 (6.4-8.2)	10.6 (9.5-11.7)	13.0 (11.8-14.)
Current Use	0.3 (0.1-0.5)	0.8 (0.5-1.1)	2.6 (2.0-3.2)	6.8 (5.9-7.7)

Background: Electronic Cigarette Use, 2013

	Never Smokers % (95% CI)	Former Smokers % (95% CI)	Nondaily Smokers % (95% CI)	Daily Smokers % (95% CI)
Ever Use	3.5 (2.7-4.3)	13.5 (11.1-15.9)	47.0 (38.5-55.5)	54.2 (48.7-59.7)
Current Use	1.4 (0.9-1.9)	5.4 (3.8-7.0)	34.1 (26.0-42.2)	30.3 (25.2-35.4)

Background:

- Among all current electronic cigarette users
- 12.6% are never smokers
- 19.9% are former smokers
 - 5.8% are former smokers who quit before 2007
- Somewhere between 18.4% & 32.5% of current electronic cigarette users were not smoking combustible cigarettes when they initiated use

Methods

- Administered Fall 2013
- Random Digit Dial Landline Frame
 - Survey Research Laboratory at the Social Science Research Center, Mississippi State University
- Probability-based Internet Panel
 - GfK: Panel members were recruited by probability-based sampling, and households were provided with access to the Internet and hardware if needed

Results

- RDD Landline
 - N= 1,552
 - Co-operation rate, 91.9%
- Probability-based Internet Panel
 - N=1,693
 - Final completion rate, 63.5%
 - Length of time on the panel ranged from 44 days to 14 years, median time on panel was 2.2 years

Results

- 85.7 of adults have never tried an e-cigarette
 - Never smokers (n = 1,438)
 - Former Smokers (n = 618)

Susceptible to E-Cigarettes

- Never smokers: 6.7%
 - Former smokers: 13.9%
 - $p < .05$
- | | |
|---|--|
| <ul style="list-style-type: none"> • Never smokers <ul style="list-style-type: none"> • 18-24: 17.7% • 25-44: 6.5% • 45-64: 4.4% • 65+: 1.8% • $p < .05$ | <ul style="list-style-type: none"> • Former smokers <ul style="list-style-type: none"> • 18-24: 47.4% • 25-44: 21.4% • 45-64: 11.1% • 65+: 5.8% • $p < .05$ |
|---|--|

Susceptible to E-Cigarettes

- Have seen an e-cigarette ad: 17.4%
- Have not: 12.5%
- $p < .05$
- 18-24: 28.2% v. 16.2%, ns
- 25-44: 20.3% v. 11.8%, $p = .007$
- 45-64: 15.1% v. 14.5%, ns
- 65+: 9.6% v 5.5%, ns

Discussion

- Over 20% of young adult never and former smokers who have never tried e-cigarettes are susceptible to using them in the future.
- The substantial number of vulnerable young adult nonsmokers illustrates the imperative for sales and marketing regulation to protect nonsmokers from being recruited to e-cigarette use and possible nicotine addiction.
- Until the risks of e-cigarettes are better defined, it is irresponsible to allow an unrestrained industry to encourage uptake of a potentially hazardous product.

Limitations

- Self-report, cross-sectional data
- Non-validated modification of Pierce's Susceptibility to Smoking variables

Questions?

*Minh-Tri 1st Place
winner, FAMRI/
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Center Art Contest
2010*

