

# Electronic cigarette use for quitting smoking in England: 2015



[www.smokinginengland.info/latest-statistics](http://www.smokinginengland.info/latest-statistics)

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# Background

- Electronic cigarette use has become prevalent in many countries<sup>1</sup>
- In England, electronic cigarettes are currently regulated primarily as consumer products
- It is important to track use of electronic cigarettes and assess how far they appear to be promoting or detracting from reduction in prevalence of cigarette smoking

<sup>1</sup>West R, Hajek P, McNeill A, Brown J, Arnott D (2015) Electronic cigarettes: what we know so far. A report to UK All Party Parliamentary Groups.

[www.smokinginengland.info/reports/](http://www.smokinginengland.info/reports/)

## Aims

- To estimate the numbers of smokers in England who used an electronic cigarette (e-cigarette) in an attempt to stop smoking in 2015
- To compare this with use of other aids to quitting

## Methods

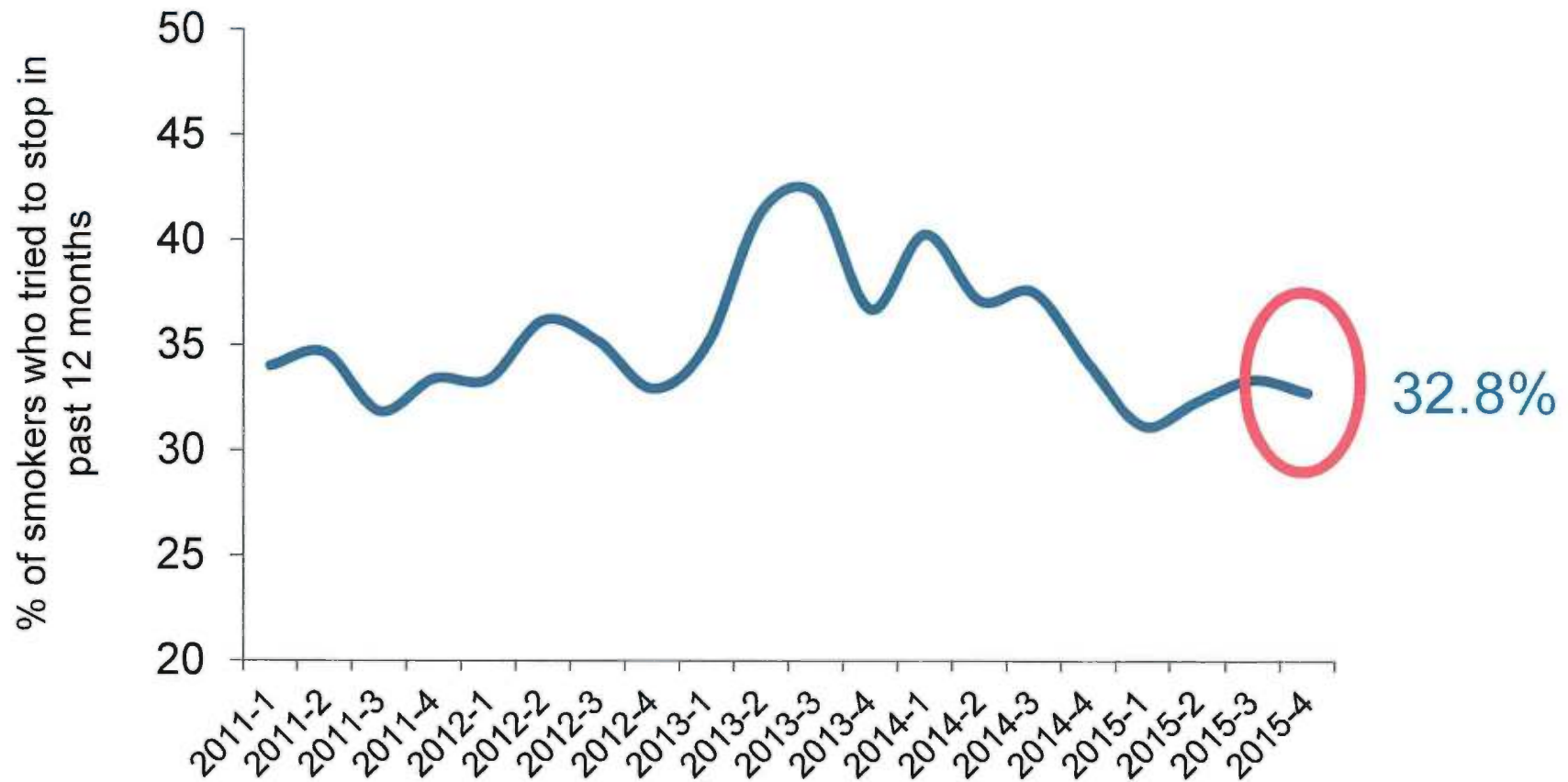
- Data were used from the Smoking Toolkit Study
  - Monthly household surveys carried out for UCL by IPSOS-MORI
  - Each month involves a new representative sample of ~1700 respondents; people who smoked in the past 12 months ~350
- Smokers were asked whether they had tried to quit in the past 12 months and what methods they had used in up to three quit attempts

For more information, including the specific questions asked in the survey see [www.smokinginengland.info](http://www.smokinginengland.info)

## Estimation

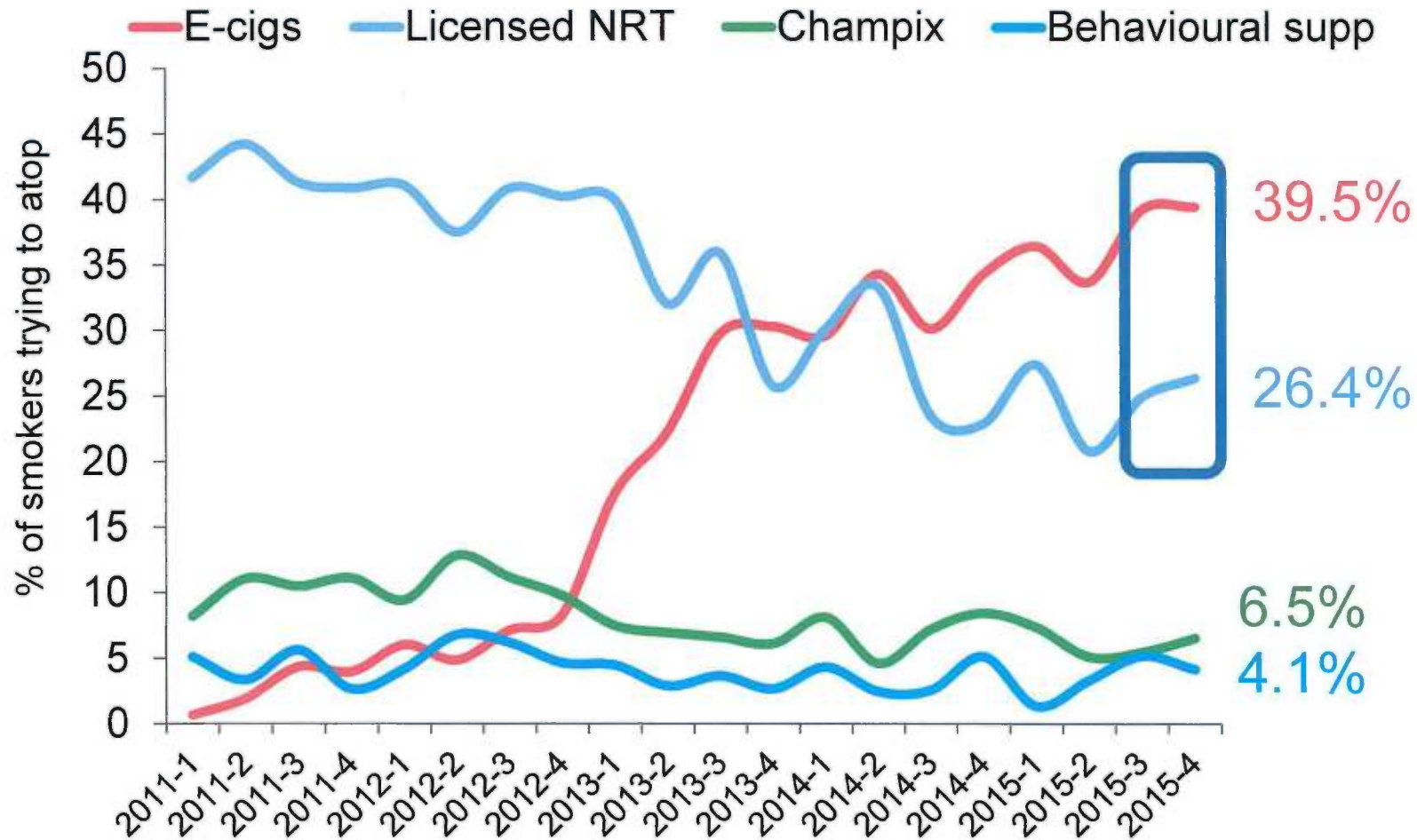
- To obtain the most accurate estimation of use of e-cigarettes and licensed nicotine replacement therapy (NRT) in 2015, we took data from the last quarter of the year.

# Percentage making at least one quit attempt in the past 12 months



N=22,145 adults who smoked in the past year

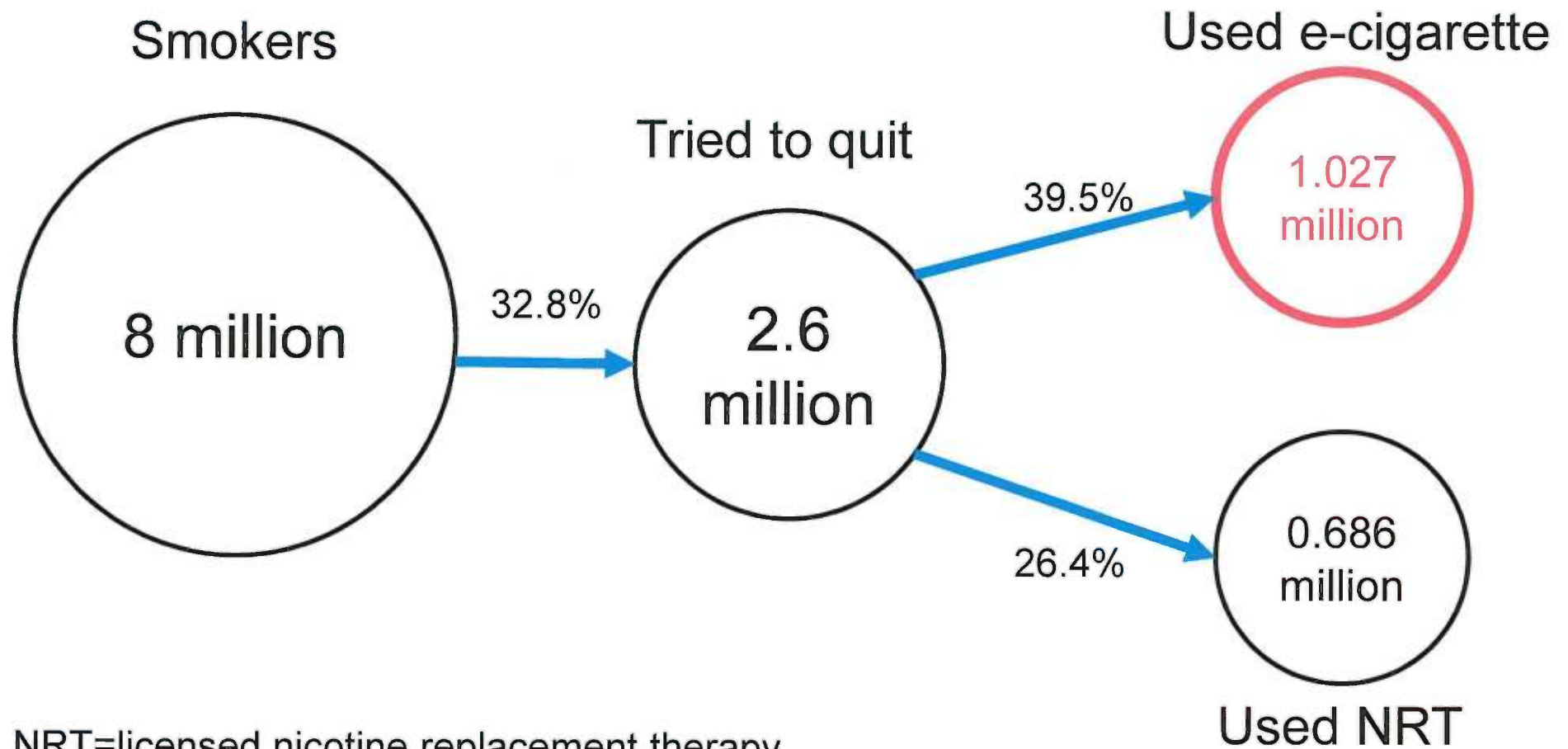
# Aids used in quit attempt in past 12 months



N=7,796 adults tried to stop or who stopped in the past year; respondents could use more than one method

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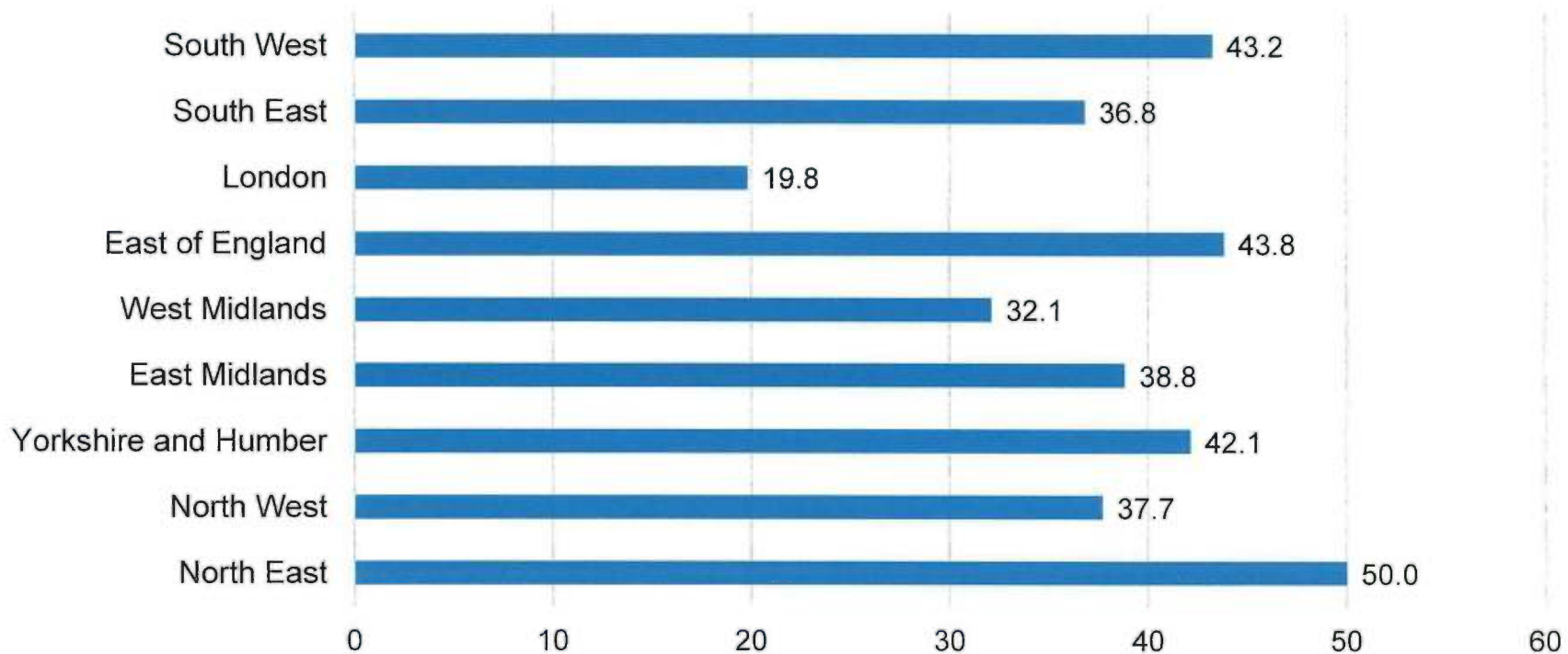
# Estimating number of smokers using e-cigs and NRT in a quit attempt



NRT=licensed nicotine replacement therapy



# Percentage of smokers making a quit attempt who used an e-cigarette in English regions



Base: 1,315 smokers making at least one quit attempt in past 12 months, who provided data in 2015; 95% confidence intervals approx.  $\pm 10\%$ .

## Study limitations

- The sample size for the estimation is approximately 1500 giving a 95% confidence interval around the estimated e-cigarette usage figure of  $\pm 1.6\%$
- The study relies on smokers' self-reported activity over the past year and this may be subject to forgetting or selective recall
- The questions are about quitting activity in the previous 12 months so in principle some of the quit attempts could have been in late 2014 but the effect on the estimate would be very small

## Conclusions

- In 2015 more quit attempts involved use of an e-cigarette than licensed NRT
- More than 1 million smokers used an e-cigarette compared with around 700K using a licensed NRT
- There was marked regional variation with London having lower rates than the rest of the country