



## UEL Research & Knowledge Exchange Conference 2013

### Call for Abstracts

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<b>Title of Abstract:</b>	'Vaping' profiles and preferences: An online survey of electronic cigarette users
<b>Key Theme/ Key words:</b>	Electronic cigarette, smoking, quitting

### Abstract (No more than 400 words):

**Aims** to characterize e-cigarette use, users, and effects, in a sample of Electronic Cigarette Company (TECC) and Totally Wicked E-Liquid (TWEL) users. **Design and Setting** Online survey hosted at the University of East London with links from TECC/TWEL websites between September 2011 to May 2012. **Measurements** Online questionnaire. **Participants** 1347 respondents from 33 countries (72% European), mean age 43 years, 70% male, 96% Caucasian, 44% educated to degree level or above. **Findings** 74% reported not smoking for at least a few weeks since using the e-cigarette and 70% reported reduced urge to smoke. 72% of participants used a 'tank' system, most commonly, the eGo-C (23%). Mean duration of use was 10 months. Only 1% reported exclusive use of non-nicotine (0mg) containing liquid. E-cigarettes were generally considered to: be satisfying to use; elicit few side effects; be healthier than smoking; improve cough/breathing; and be associated with low levels of craving. Among ex-smokers, 'time to first vape' was significantly longer than 'time to first cigarette'

( $t_{1104}=11.16$ ,  $P < 0.001$ ) suggesting a lower level of dependence to e-cigarettes. Ex-smokers reported significantly greater reduction in craving than current smokers ( $\chi^2_1 = 133.66$ ,  $P < 0.0007$ ) although few other differences emerged between these groups. Compared to males, females opted more for chocolate/sweet flavours ( $\chi^2_1 = 16.16$ ,  $P < 0.001$ ) and liked the e-cigarette because it resembles a cigarette ( $\chi^2_3 = 42.65$ ,  $P < 0.001$ ). **Conclusions** E-cigarettes tend to be used for smoking cessation but for a longer duration than NRT and were generally regarded as efficacious. Future research should focus on possible long-term health risks, abuse liability and cessation efficacy.