

# EFFICACY E-CIGS: SURVEYS

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**Table 2**

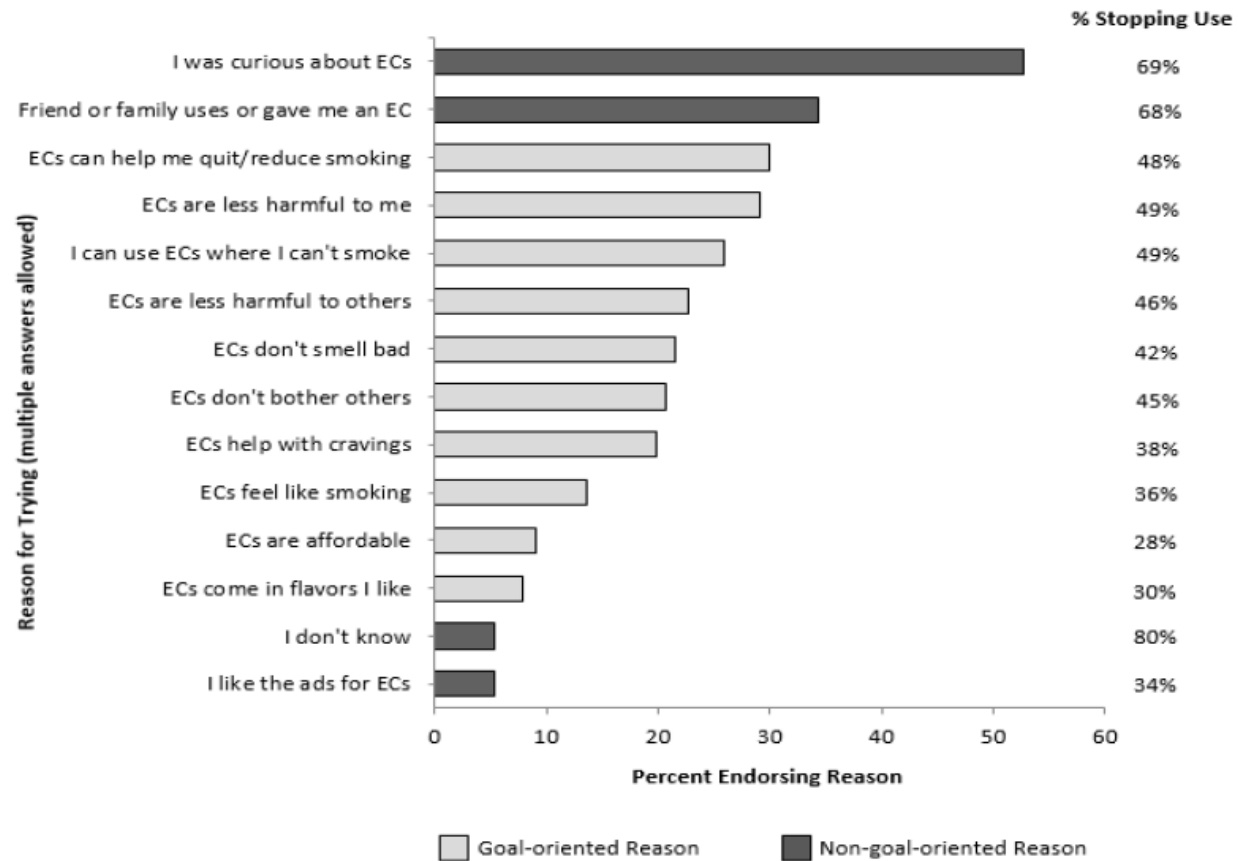
**Reasons for using e-cigarettes: open-ended comments from e-cigarette users**

	<b>Number of comments</b>
To quit smoking	53
For health, as e-cigarettes were perceived to be less toxic than tobacco	49
Less expensive than regular cigarettes	26
Can be smoked everywhere, including smoke-free places	21
To avoid disturbing other people, or producing environmental tobacco smoke or the smell of stale smoke	20
For the pleasure of smoking, including the pleasure of inhaling and smoking-related actions	19
To reduce cigarette consumption	14
Curious to test a new product	10
E-cigarettes taste and smell good	8
Previously failed to quit with either nicotine patch or bupropion	3
To get nicotine	2
<i>Total (from three open-ended fields)</i>	225

Etter *BMC Public Health* 2010 **10**:231 doi:10.1186/1471-2458-10-231

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**Figure 1.** Reasons for trying e-cigarettes (ECs) (multiple answers allowed) and percent stopping EC use among those who endorsed that reason ( $n = 3878$ ).



# EFFICACY: SURVEYS

## Do you think that e-cigarettes are safe for your health?

Yes, they are absolutely safe	15 (9, 21)	15 (9, 21)	16 (2, 31)*
No, but they are less dangerous than cigarettes	82 (76, 88)	83 (77, 89)	72 (54, 90)
No, they are as dangerous as cigarettes	1 (0, 3)	1 (0, 4)	4 (0, 12)
No, they are more dangerous than cigarettes	2 (0, 5)	1 (0, 4)	8 (0, 19)

## Do you think that e-cigarettes are addictive?

Yes, as addictive as cigarettes	33 (26, 40)	35 (27, 43)	20 (4, 36)*
Yes, but less addictive than cigarettes	60 (52, 67)	58 (49, 66)	72 (54, 90)
No, they are not addictive	7 (3, 11)	7 (3, 12)	8 (0, 19)

## Do you think you are addicted to e-cigarettes?

Yes	54 (46, 62)	52 (44, 60)	64 (45, 83)*
No	46 (38, 54)	48 (40, 56)	36 (17, 55)

Source: Patterns of electronic cigarette use and user beliefs about their safety and benefits: An Internet survey. *Drug and Alcohol Review*, 2013, 32: 133-140.

# EFFICACY: SURVEYS

Table 6 Comparison of participants enrolled on e-cigarette forums with those enrolled on other websites.

<i>Selected variables</i>	<i>Enrolled on e-cigarette forums</i>	<i>Enrolled on Stop-tabac or Google</i>	<i>Statistic</i>	<i>P-value</i>
<i>n</i>	1005	83		
Smoking status (%)				
Daily smokers	14.5	48.8	$\chi^2 = 72.5$	<0.001
Occasional (non-daily)	13.0	4.9		
Former smokers	72.3	43.9		
Never smokers	0.3	2.4		
E-cigarette use (%)				
Daily	93.2	30.1	$\chi^2 = 456.8$	<0.001
Occasional (not daily)	3.1	1.2		
Past users	1.0	1.2		
Never users	2.7	67.5		

Source: Electronic cigarette: users profile, utilization, satisfaction and perceived efficacy. *Addiction*, 2011, 106: 2017-2028.

# EFFICACY: SURVEYS

**Table 3.** Reasons for electronic cigarette use initiation and concepts about their risk profile.

Reason	Total (n = 19,353)	Current smokers (n = 3682)	Former smokers (n = 15,671)	Statistic	p value
Reasons for initiating EC use <sup>1,2</sup>					
Reduce/quit smoking because it is not a healthy habit	5 (4–5)	8839.9	9799.9	U = 25,628,315	<0.001
Reduce smoking exposure to family members	4 (3–5)	8546.5	9673.2	U = 24,226,257	<0.001
Avoid smoking ban in public places	2 (1–3)	10,024.5	9234.1	U = 24,783,083	<0.001
Economic reasons (ECs cheaper)	3 (2–4)	10,100.4	9337.3	U = 25,478,230	<0.001
Enjoy the variability of flavours in ECs	3 (2–4)	9550.8	9348.6	U = 26,529,912	0.040
Compared to tobacco, ECs are:					
Absolutely harmless	2124 (11.0)	313 (8.5)	1811 (11.6)		
Less harmful than tobacco cigarettes	17,063 (88.2)	3300 (89.6)	13,763 (87.8)	$\chi^2 = 86.6$	<0.001
Equally harmful to tobacco cigarettes	97 (0.5)	46 (1.2)	51 (0.3)		
More harmful than tobacco cigarettes	27 (0.1)	12 (0.3)	15 (0.1)		

Abbreviations. EC, electronic cigarette. <sup>1</sup> Participants were asked to provide a score from 1 (not important) to 5 (most important) for each answer option. <sup>2</sup> Median (interquartile range) reported for the whole sample, median rank reported for each group (Mann-Whitney test).

Source: Characteristics, perceived side effects and benefits of electronic cigarette use: A worldwide survey of more than 19,000 consumers. *Int. J. Environ. Res. Public Health*, 2014, 11: 4356-4373.

# EFFICACY: SURVEYS

**Table 5.** Changes in physiologic functions after electronic cigarette use initiation.

Changes	Total (n = 19,353)	Current smokers (n = 3682)	Former smokers (n = 15,671)	Statistic	p value
After initiating EC use, have you experienced any changes in:					
Physical status in general					
Worse	79 (0.4)	24 (0.7)	55 (0.4)	$\chi^2 = 308.6$	<0.001
No change	4769 (24.6)	1309 (35.6)	3460 (22.1)		
Better	14,409 (74.5)	2316 (62.9)	12,093 (77.2)		
Smell					
Worse	29 (0.1)	12 (0.3)	17 (0.1)	$\chi^2 = 518.4$	<0.001
No change	2538 (13.1)	894 (24.3)	1644 (10.5)		
Better	16,722 (86.4)	2743 (74.5)	13,979 (89.2)		
Taste					
Worse	62 (0.3)	26 (0.7)	36 (0.2)	$\chi^2 = 431.6$	<0.001
No change	3359 (17.4)	1051 (28.5)	2308 (14.7)		
Better	15,857 (81.9)	2572 (69.9)	13,285 (84.8)		
Breathing					
Worse	137 (0.7)	40 (1.1)	97 (0.6)	$\chi^2 = 304.0$	<0.001
No change	2497 (12.9)	784 (21.3)	1713 (10.9)		
Better	16,641 (86.0)	2824 (76.7)	13,817 (88.2)		
Appetite					
Worse	218 (1.1)	56 (1.5)	162 (1.0)	$\chi^2 = 41.5$	<0.001
No change	12,807 (66.2)	2564 (69.6)	10,243 (65.49)		
Better	6216 (32.1)	1022 (27.8)	5194 (33.1)		

Source: Characteristics, perceived side effects and benefits of electronic cigarette use: A worldwide survey of more than 19,000 consumers. *Int. J. Environ. Res. Public Health*, 2014, 11: 4356-4373.

# SUMMARY EFFICACY SURVEYS

- high to very high success rates
- mainly “quitters”, some reducers (“dual-use”)
- e-cig regular use in non-smokers almost non-existent
  
- but: biased sampling problem! → overestimation
- data/findings are real, but hard to generalize to population