Dabbling with E-Cigarettes: National Rates & Predictors of Discontinued Use

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**ABSTRACT**

Purpose: Adult e-cigarette use potentially models smoking behavior and exposes non-users to novel harm-reduction strategies. This study examines rates of discontinuation among U.S. adults, reasons for initiating and discontinuing e-cigarette use, and compares outcomes by smoking status and race/ethnicity.

Methods: Respondents were recruited from a nationally representative full-frame sample in 2014. Adults were asked about e-cigarettes and reasons for initiating and discontinuing use.

Results: Of 2,987 respondents (62.7%) were less likely to endorse this reason than recent former smokers (76.8%) and current smokers, as well as white adults, more often endorsed the potential health benefits of electronic cigarettes. Reasons for discontinuing use included lack of satisfaction with e-cigarettes (73.8%), followed by the introduction of e-cigarettes, and current smokers. We also found that adolescents and young adults tended to cite e-cigarettes are affordable, E-cigarettes don’t smell, and E-cigarettes are silly, and E-cigarettes cost too much.

Discussion: This study adds to the research on initiation and discontinuation of e-cigarette use and helps to identify evidence-based health messages for interventions targeting these behaviors. The increasing prevalence of e-cigarette use raises public health concerns.

**METHODS**

We conducted the full-frame Social Survey of Tobacco Control to a nationally representative sample of U.S. adults (n=2,987). The design included a Random Digit Dialing (RDD) frame and a regional stratified sample of U.S. adults. With oversampling of66 younger adults, we conducted the study from September 2013 to May 2014. Respondents were recruited by landline and cell phone and were asked about e-cigarette use and reasons for initiation applied. (See Table 3 for a list of reasons for discontinuing use of e-cigarettes.

**RESULTS**

Recent former smokers (76.8%) and current smokers (67.6%) were less likely to endorse this reason than recent former smokers (76.8%) and current smokers, as well as white adults, more often endorsed the potential health benefits of electronic cigarettes. Reasons for discontinuing use included lack of satisfaction with e-cigarettes (73.8%), followed by the introduction of e-cigarettes, and current smokers. We also found that adolescents and young adults tended to cite e-cigarettes are affordable, E-cigarettes don’t smell, and E-cigarettes are silly, and E-cigarettes cost too much.

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**REFERENCES**