

# Fact sheet: Use of e-cigarettes among young people in Great Britain

June 2019

## KEY FINDINGS

- More than three quarters of 11-18 year olds have never tried (76.9%) or are unaware of e-cigarettes (6.6%).
- Young people vape mainly just to give it a try (52.4%) not because they think it looks cool (1.0%).
- In 2019 15.4% of 11-18 year olds had tried vaping, compared to 16.0% in 2018. This is an increase from 2015 when 12.7% of 11-18 year olds had tried e-cigarettes.
- In 2019, 1.6% of 11-18 year olds used e-cigarettes more than once a week (1.7% in 2018) compared to 0.5% in 2015.
- Vaping is much less common among young people who have never smoked. A large majority of never smokers aged 11-18, 93.8% in total, have either never used an e-cigarette (87.8%) or are unaware of them (6.0%). Of young people aged 11-18 years old who have never smoked, 5.5% have ever tried e-cigarettes, 0.8% are current vapers, only 0.1% vape more than once a week, and not a single never smoker reported vaping daily.
- Children under 16 are less likely to try e-cigarettes than 16-18 year olds. 8.5% of 11-15 year olds have tried vaping, compared to 26.7% of 16-18 year olds.

In conclusion, data from the 2019 ASH YouGov Smokefree youth GB survey suggest that while some young people, particularly those who have tried smoking, experiment with e-cigarettes, regular use remains low. However, continued surveillance is needed.

## INTRODUCTION

This briefing uses the ASH smokefree GB survey of 11-18 year olds 2013-2019<sup>1</sup>, and other sources, to examine evolving youth use of e-cigarettes in Britain in the context of changes in the regulation of e-cigarettes, and use of tobacco among adults and children.

This covers a period of rapid growth in adult use of e-cigarettes from 2010 to 2015, when there was no age of sale or prohibition of advertising, and the period from 2015 onwards when such regulations were introduced (see Appendix 1). It is a legal requirement for the regulations to be reviewed within five years of coming into force which is 30 September 2020 for the age of sale regulations and 19 May 2021 for the product regulations. To inform consideration of the effectiveness of the regulations, we have compared e-cigarette use in our 2015 survey, carried out before the regulations were introduced, with the most recent data from 2019.

The overall trend in tobacco use over time in both adults and children has been downwards from 2010 onwards when e-cigarette use became widespread among adult smokers and ex-smokers (see Appendix 2):

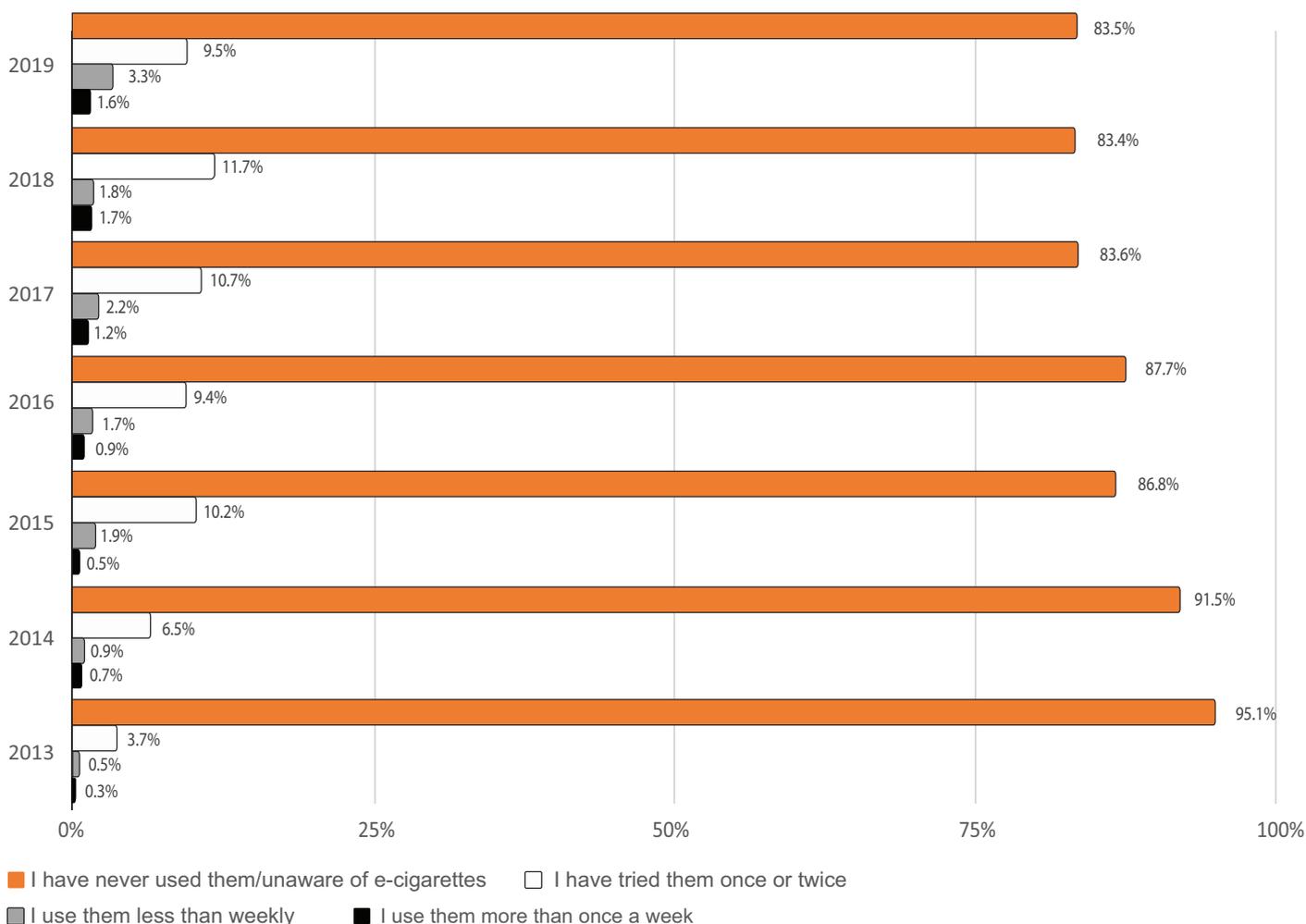
- Regular smoking (at least one cigarette a week) among children 11-15 years old in England was: 5% in 2010; 3.1% in 2014; and 2.7% in 2016, the most recent year for which there are data.<sup>2</sup>
- Smoking prevalence among 16-18 year olds in England was 17.0% in 2010 falling to 12.0% in 2018.<sup>3</sup>
- Smoking prevalence among adults 18 and over in the UK was 20.1% in 2010, falling to 15.1% in 2017. The most rapid rate of decline since 2010 has been among 18-24 year olds, falling from 25.8% in 2010 to 17.8% in 2017.<sup>4</sup>

## AWARENESS OF E-CIGARETTES IS HIGH BUT REGULAR USE REMAINS VERY LOW

Awareness of e-cigarettes amongst young people has risen significantly from 2013, when 67% of 11-18 year olds were aware of e-cigarettes, and 2015 when it reached 93%, and it has remained at this level since then.

A large majority of 11-18 year olds have never tried e-cigarettes. In 2019 15.4% of 11-18 year olds had tried vaping, compared to 15.9% in 2018. In 2015 before the regulations prohibiting the sale of e-cigarettes to under 18s were introduced 12.7% of 11-18 year olds had tried e-cigarettes.

**Figure 1.** Use of e-cigarettes by GB youth (11-18), 2013-2019



ASH Smokefree GB Youth Survey(s). Unweighted base: All 11-18 year olds (2013 = 2,178, 2014 = 2,068, 2015 = 2,291, 2016 = 2,331, 2017 = 2,623, 2018 = 2,291, 2019 = 2523). Percentages have been rounded to the nearest decimal place.

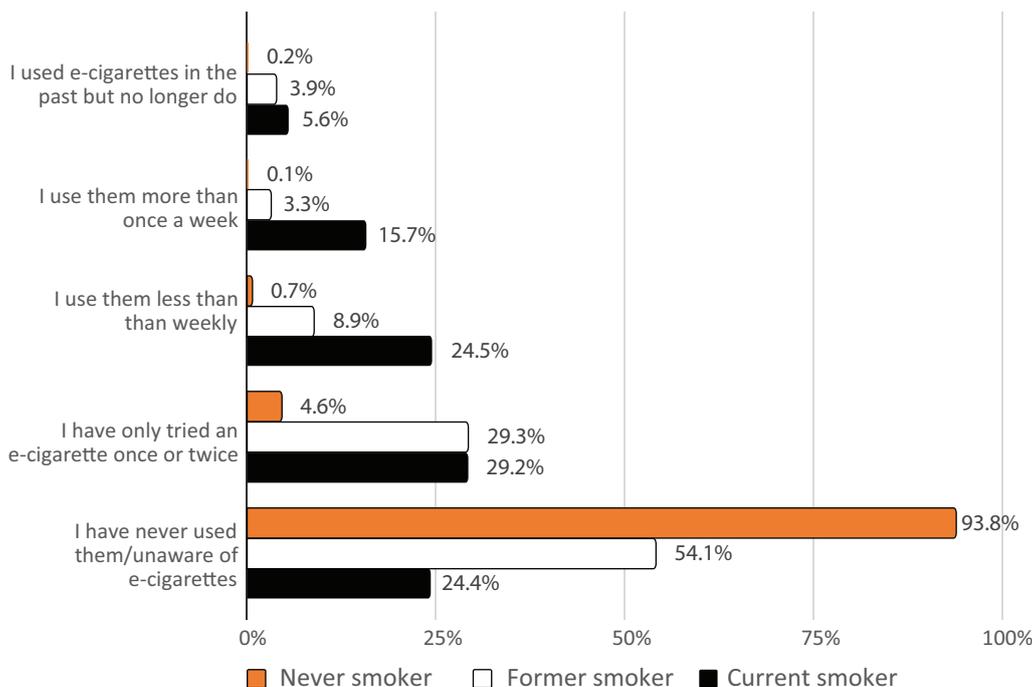
Although regular use of e-cigarettes has grown it continues to be rare in young people aged 11-18. In 2019 1.6% of respondents said they use e-cigarettes at least weekly with another 3.3% using them less than weekly, compared to 0.5% and 1.9% in 2015 (Figure 1).

*Regular use remains rare in never smokers*

Regular use of e-cigarettes remains largely confined to current or ex-smokers. The overwhelming majority, 93.8% in total, of 11-18 year olds who have never smoked have either never used an e-cigarette (87.8%) or are not aware of them (6.0%). 5.5% of never smokers aged 11-18 have ever tried e-cigarettes. Only 0.8% are current users (which can be as little as less than once a month) compared to 40.3% of smokers and 12.2% of former smokers. The proportion of 11-18 year olds who have never smoked using e-cigarettes, but less than once a month was 0.5% in 2019 compared to 0.2% in 2015 and the proportion using them more than once a month was 0.3% (0.1% in 2015). Not a single never smoker reported vaping daily and only 0.1% vaped more than once a week. For comparison 7.5% of current and 0.9% of former smokers vape daily, and 8.3% of current and 2.4% of former smokers use e-cigarettes more than once a week. (Figure 2)

However, the numbers are small (for example 0.3% in 2019 equals only 6 respondents), so even very small changes in responses can change the percentage. Thus the figures need to be interpreted with caution.

**Figure 2.** Use of e-cigarettes by tobacco smoking status, GB youth (11-18), 2019

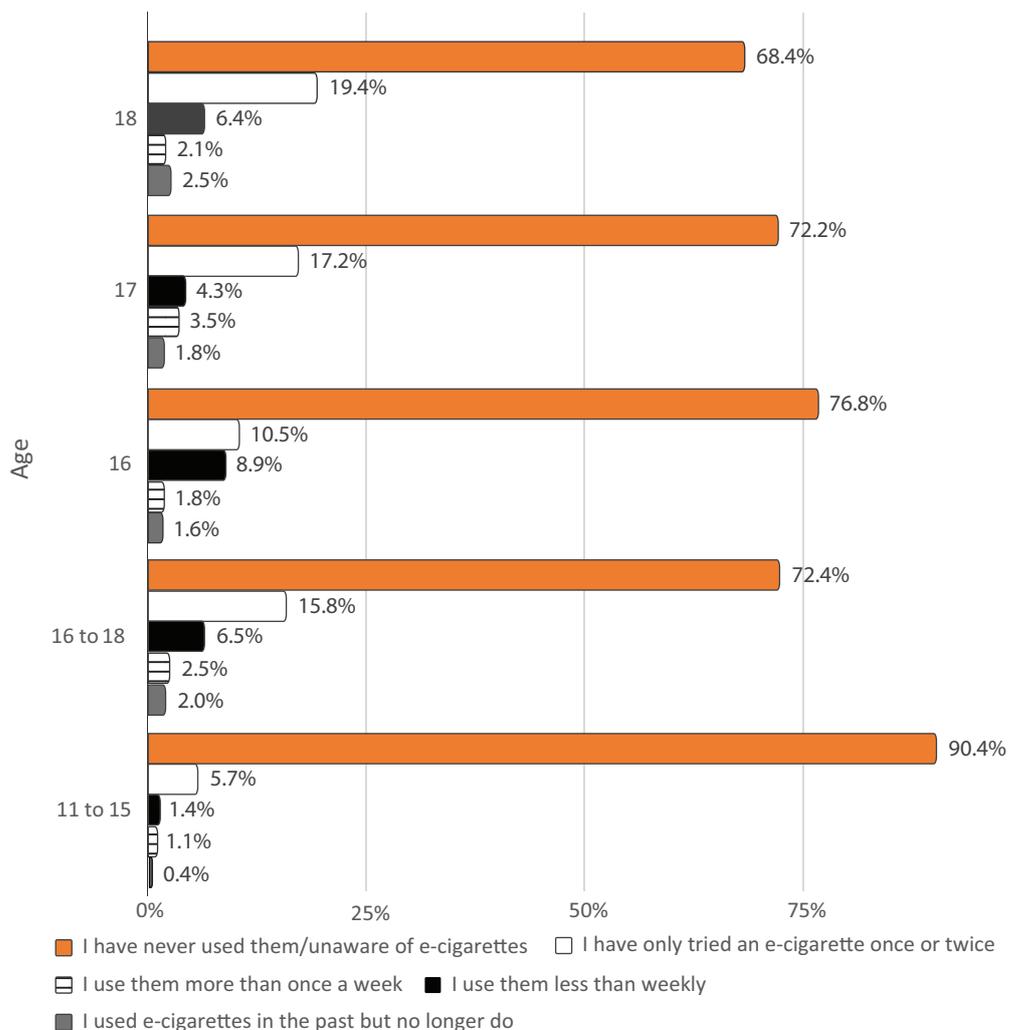


ASH Smokefree GB Youth Survey, 2019 (Unweighted bases: Never smokers = 1,895, former smokers = 376, current smokers = 209). Percentages have been rounded to the nearest decimal place.

*There is a gradient in use by age*

The prevalence of regular use and experimentation increases with age. Of 11-15 year olds 90.4% have never used or are unaware of e-cigarettes, compared to 68.4% of 18 year olds. Of 11-15 year olds only 1.1% use e-cigarettes more than weekly compared to 2.5% of 16-18 year olds (Figure 3); and 64.7% of 11-15 year olds who have tried e-cigarettes say they have not used them in the last month.

**Figure 3. Use of e-cigarettes by age, GB youth (11-15 and 16-18 plus 16, 17 and 18), 2019**



ASH Smokefree GB Youth Survey, 2019. Unweighted bases: All 11-18 year olds (11 = 166, 12 = 267, 13 = 257, 14 = 248, 15 = 305, 16 = 246, 17 = 493, 18 = 541). Percentages have been rounded to the nearest decimal place

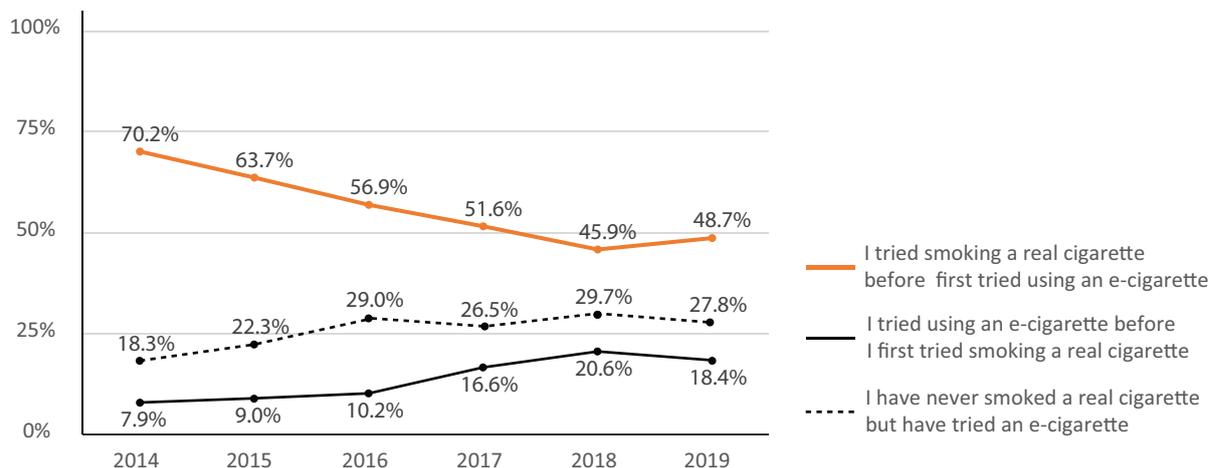
### *An increasing number of young people are trying e-cigarettes but not tobacco cigarettes*

There has been a shift over time in the order of use between tobacco cigarettes and e-cigarettes. In 2019 48.7% of those who had tried e-cigarettes had tried a tobacco cigarette beforehand (63.7% in 2015), while 18.4% had tried an e-cigarette before a tobacco cigarette (9% in 2015) and 27.8% had never smoked (22.3% in 2015) (Figure 4).

In 2017 an ASH and King’s College London study<sup>5</sup> attempted to track the smoking behaviour of young people over time to better understand the relationship between smoking and vaping. The analysis found that having tried smoking or e-cigarettes increased the odds of young people trying the other products, although only a small number of young people (21) had tried vaping before trying smoked in the study. The data were too limited to infer causality and further research is therefore needed. However, this is a potential concern as a recent meta-analysis found that over two-thirds of people who try one cigarette become, at least temporarily, daily smokers.<sup>6</sup>

Overall the data suggest that despite more young people experimenting with e-cigarettes, and an increasing proportion using e-cigarettes before tobacco cigarettes, the overall trend in tobacco use over time is downwards. However, continued surveillance is needed.

**Figure 4.** Order of use between tobacco cigarettes and e-cigarettes, GB youth (11-18), 2014-2019



ASH Smokefree GB Youth Surveys, 2014-2019 Respondents who said they have tried an e-cigarette (Unweighted bases: 2014 = 157, 2015 = 301, 2016 = 318, 2017 = 425, 2018 = 402, 2019 = 466). Percentages have been rounded to the nearest decimal place.

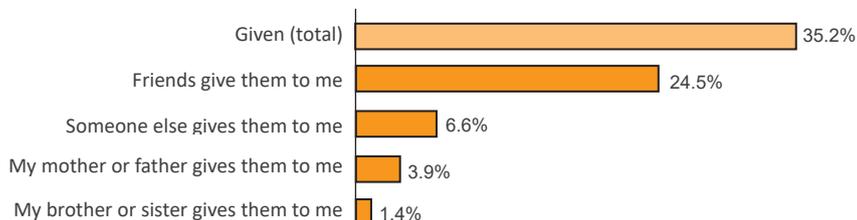
## HOW YOUNG PEOPLE GET HOLD OF E-CIGARETTES

For the first time in 2019 we asked where young people usually get their e-cigarettes from, allowing more than one option to be chosen. (Figure 5)

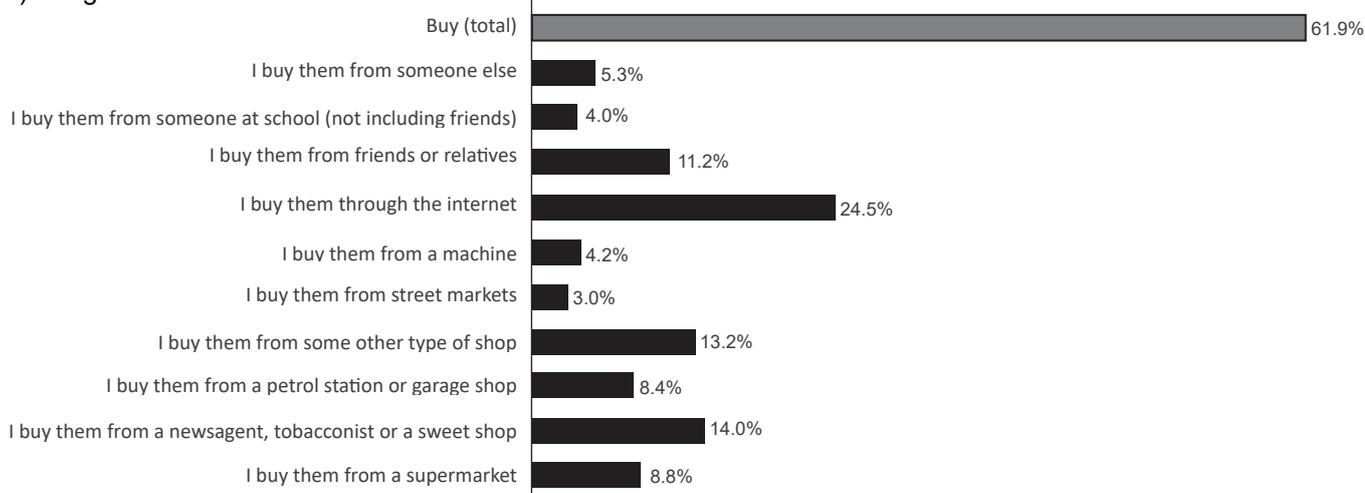
Overall 61.9% buy them, with the most common means of purchase the internet at 24.5%. For the 35.2% who are given them, the most common source is friends at 24.5%.

**Figure 5:** Where do you usually get your e-cigarettes from? GB youth (11-18), 2019

a) Given



b) Bought

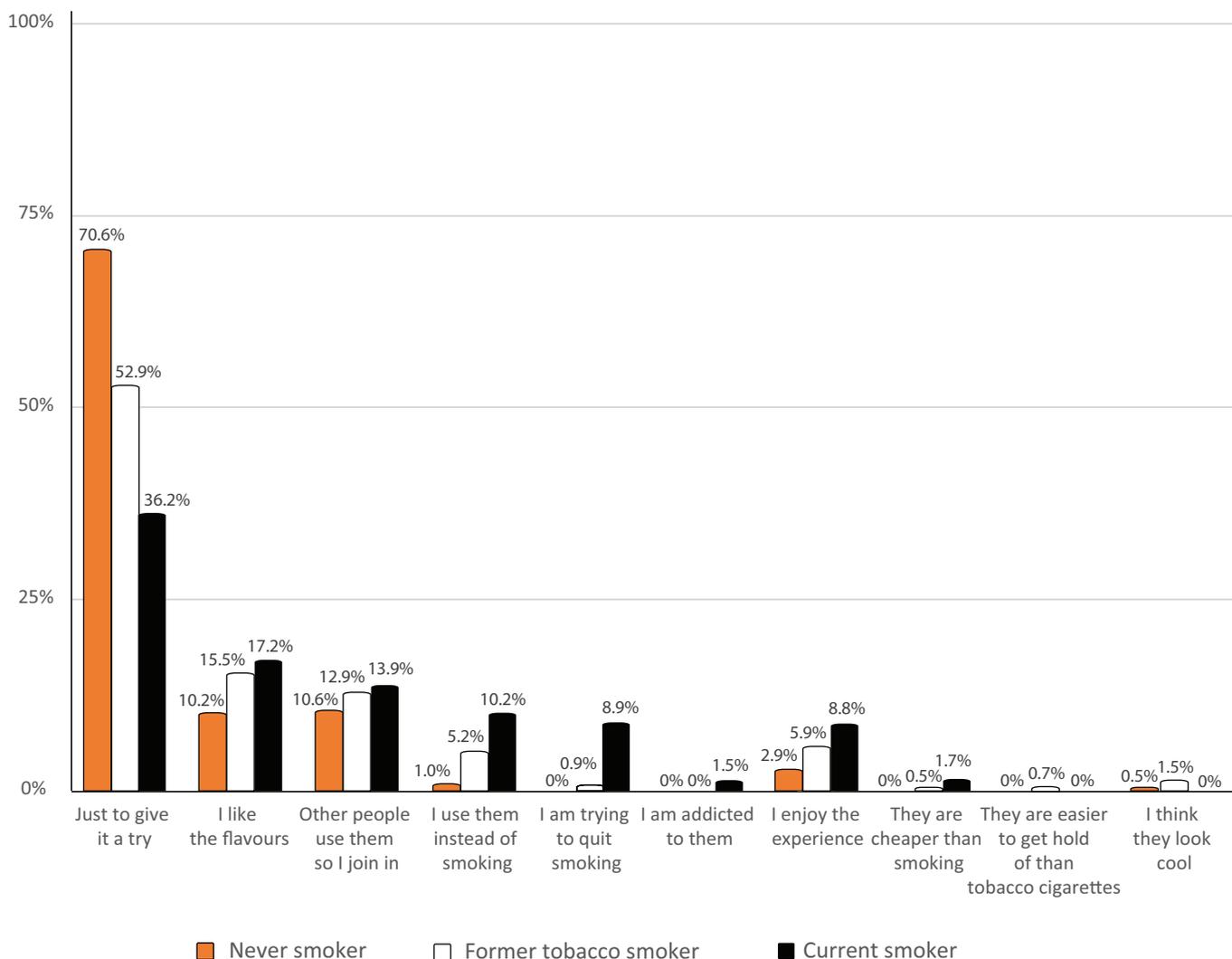


ASH Smokefree GB Youth Survey, 2019. Respondents who currently use e-cigarettes: All 11-18 year olds unweighted base 140 (11 = 2, 12 = 6, 13 = 4, 14 = 8, 15 = 12, 16 = 25, 17 = 37, 18 = 46). Percentages have been rounded to the decimal place. Respondents allowed to tick more than one box if more than one usual source.

# REASONS WHY YOUNG PEOPLE EXPERIMENT WITH, AND USE, E-CIGARETTES

Respondents who had ever used an e-cigarette (including current, ex-users and those who had tried at least once) were asked what reason best described why they use or used an e-cigarette. The most frequent reason picked was 'Just to give it a try' (52.4%); 70.6% of never smokers, 52.9% of former smokers and 36.2% of current smokers chose this response. The next most frequent answer on average was: 'I like the flavours' (14.4%), followed by 'other people use them so I join in' (12.7%) both of which were less frequently chosen by never smokers than former or current smokers. 'I think they look cool' (1%) was chosen by only 0.5% of never smokers, 1.5% of former smokers, and no current smokers. (Figure 6)

**Figure 6.** Reasons for e-cigarette use, GB youth (11-18), 2019

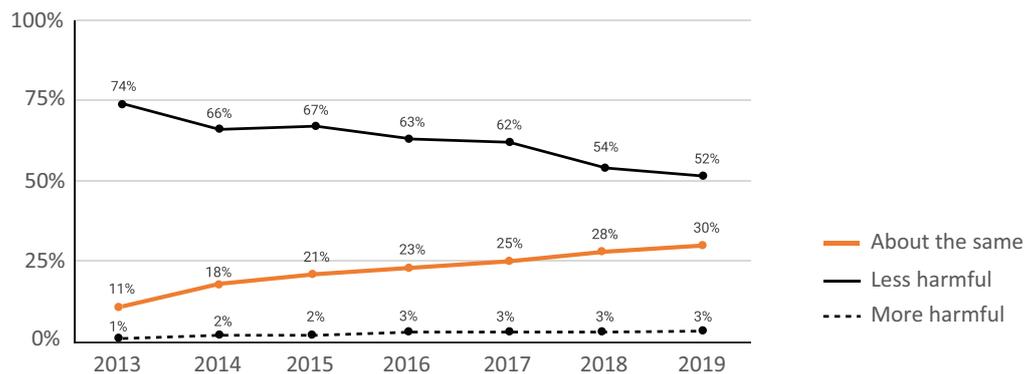


ASH Smokefree GB Youth Survey, 2019. Respondents that have tried e-cigarettes (Unweighted bases: Never smokers = 120, former smokers = 180, current smokers = 158). Percentages have been rounded to the nearest decimal place.

# AN INCREASING PROPORTION OF YOUNG PEOPLE INCORRECTLY BELIEVE THAT E-CIGARETTES ARE AS HARMFUL AS TOBACCO CIGARETTES

Since 2013 there has been a gradual fall in the number of young people who correctly identify vaping as being relatively less harmful than tobacco smoking. In 2015, 67% of young people correctly said that e-cigarettes were less harmful than smoking, falling to 52% in 2019. The proportion of young people incorrectly saying that e-cigarettes have ‘about the same’ level of harm as tobacco cigarettes has grown, from 21% in 2015 to 30% in 2019. (Figure 7)

**Figure 7:** Perceptions of harm of e-cigarettes compared to smoking, GB youth (11-18), 2013-19



ASH Smokefree GB Youth Survey(s). Unweighted base: All 11-18 year olds aware of e-cigarettes (2013 = 1,428, 2014 = 1,716, 2015 = 2,143, 2016 = 2,172, 2017 = 2,413, 2018 = 2,142, 2019 = 2,356) Percentages have been rounded up to the nearest whole number.

## TYPES OF PRODUCTS USED

### E-liquids

In 2019 31.7% of 11-18 year olds said that the e-cigarette they used most often always contained nicotine; 34.2% said it sometimes contained nicotine; 19.6% that it never contained nicotine; with 14.4% saying they didn't know.

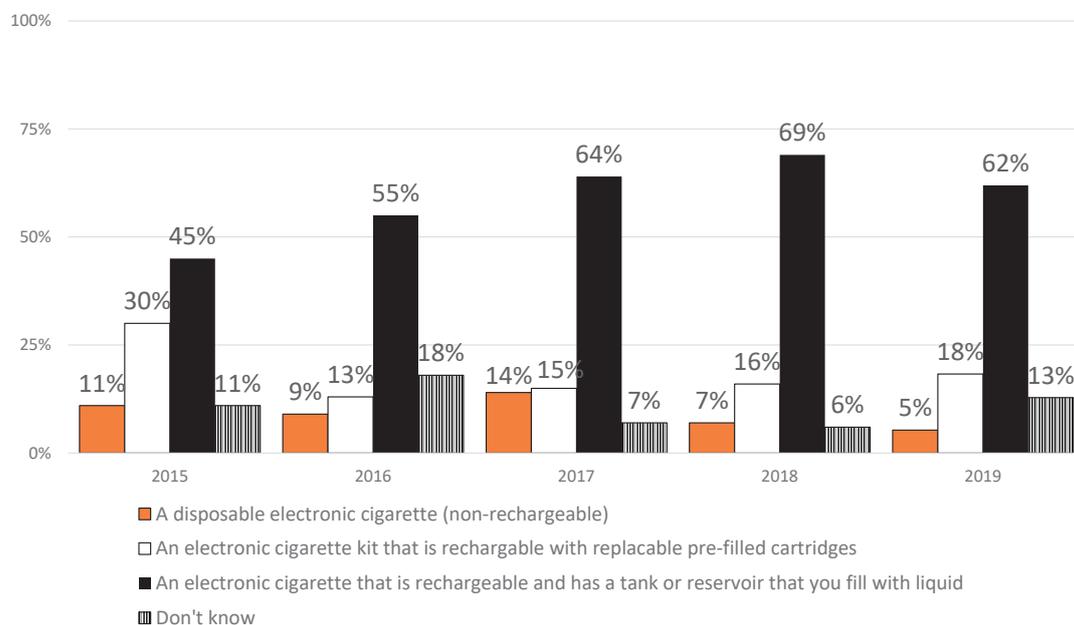
The most frequently used e-cigarette flavouring for young people has consistently been ‘fruit flavour’ chosen by 45% in 2017 (the last time this question was asked) and by 42% in 2015. In 2015 the other most popular flavours were tobacco at 23%, falling to 5% in 2019, and menthol/mint at 13% in 2015 and 9% in 2017. In 2015 the proportion saying they used mainly other flavours only amounted to 2% in total, while by 2017 26% in total said they were using other flavours including chocolate, desserts, sweet or candy (13%), and energy or soft drink flavour (7%). In 2015 6% said most often they didn't use flavoured e-cigarettes, whilst 2% said this in 2017. This question was not asked in 2018 or 2019 but will be asked again in 2020.

The most frequently used e-cigarette flavouring for young people has consistently been ‘fruit flavour’ chosen by 45% in 2017 (the last time this question was asked) and by 42% in 2015. In 2015 the other most popular flavours were tobacco at 23%, falling to 5% in 2019, and menthol/mint at 13% in 2015 and 9% in 2017. In 2015 the proportion saying they used mainly other flavours only amounted to 2% in total, while by 2017 26% in total said they were using other flavours including chocolate, desserts, sweet or candy (13%), and energy or soft drink flavour (7%).<sup>7</sup> In 2015 6% said most often they didn't use flavoured e-cigarettes, whilst 2% said this in 2017. This question was not asked in 2018 or 2019 but will be asked again in 2020.

## Devices

The most popular type of e-cigarette amongst GB youth who currently use e-cigarettes are rechargeable devices with a tank which you can fill with liquid. Since this question was first asked in 2015, the proportion of respondents selecting this option increased until last year. Although the sample sizes are small, this increase seems to have ceased and their popularity may have declined since last year. (Figure 8)

**Figure 8:** Most frequently used e-cigarette by device type, current GB youth (11-18) users of e-cigarettes, 2015-2019



ASH Smokefree GB Youth Survey, 2019. Unweighted base: 11-18 year olds, respondents who are current users of e-cigarettes (2019 = 124, 2018 = 85, 2017 = 92, 2016 = 66, 2015 = 59) Percentages have been rounded up to the nearest whole number.

## Brand awareness and use

In summer 2018 Juul was launched on the UK market. Given the concern about the impact of Juul on youth use in the US this year for the first time YouGov asked about both awareness and use of Juul and other brands. When asked what brands they knew Juul had the highest brand awareness with 7% of 11-18 year olds naming it, although awareness was only 2% among 11-15 year olds compared to 15% for 16-18 year olds.

When those who had ever tried e-cigarettes were asked what brands they had used in the last 12 months, Smok was the most commonly used at 15%, followed by Juul at 14%, Vype at 13% and blu at 10% then Logic at 4%. Unsurprisingly given the low levels of regular use, 55% of those who had ever tried e-cigarettes said they didn't know what brand they used.

## APPENDIX 1: BACKGROUND TO ASH SMOKEFREE GB YOUTH SURVEY

The ASH Smokefree GB Youth Survey is an online survey of over 2,000 young people aged 11-18 which is conducted annually by YouGov and is commissioned by Action on Smoking and Health (ASH) and funded by a combination of the British Heart Foundation, Cancer Research UK and the Department of Health and Social Care. The ASH survey covers 11-18 year olds, because we would not have been able to find sufficient e-cigarette use to analyse from the outset without including 18 year olds. The survey has been running since 2013, and includes questions on both tobacco and electronic cigarettes. This year's survey was carried out

in March/April 2019 and relevant comparisons with previous years<sup>8 9 10 11 12 13 14</sup> are covered in this briefing. Analysis of the data has been completed with support from Public Health England, and the Nicotine Research Group at the National Addiction Centre, King's College London.

The results of the ASH Smokefree GB Youth Survey have been compared with other studies which have looked at youth use of e-cigarettes.

For further information about electronic cigarettes please see the [ASH Website](#) or download the [ASH Briefing on Electronic Cigarettes](#) or the [ASH Factsheet on use of electronic cigarettes among adults](#).

#### *How the ASH Smokefree GB Youth Survey compares with other research on e-cigarette use*

The ASH Smokefree GB Youth Survey was set up in 2013 because of concerns about e-cigarette use among young people and that has been the primary focus of the survey from the outset. The results and trends described in the ASH Smokefree GB Youth Survey are broadly in line with other findings focusing on the GB youth population.

A previous analysis<sup>15</sup> examined five large-scale GB surveys (including two previous ASH Smokefree GB Youth Surveys), which were all conducted in the period of 2015-17. In total, these surveys gathered responses from over 60,000 11-16 year-olds. The findings of that analysis showed a consistent pattern: most e-cigarette experimentation among young people does not lead to regular use. (see Table 1).

**Table 1:** E-cigarette use among young people

Source	Ever tried (at least once)	Regular users (using e-cigarette at least once a week)	Regular smokers who have tried e-cigarettes
ASH Smokefree GB Youth Survey (11-18 years) 2016	7%	1%	67%
Youth Tobacco Policy Survey (YTPS) <sup>13</sup> , United Kingdom 2016	17%	1%	77%
The smoking, drinking and drug use survey <sup>10</sup> (England, 11-15 year olds) 2016	23%	3%	93%
What about YOUTH Survey <sup>16</sup> (England, 15 year olds) 2014	18%	1%	84%
Health Behaviour in School-aged Children <sup>17</sup> , (Wales, 11-16 years) 2014	12.3%	2%	N/A (data not collected in this survey)
Schools Health Research Network (SHRN) <sup>13</sup> , Wales, (11-16 years) 2015	18%	3%	92%
SALSUS Scotland survey <sup>18</sup> (15 and 13 year olds) 2015	23.5%	1.5%	91%

A recent analysis of youth data for the GB between 2010 and 2015,<sup>19</sup> when adult e-cigarette use was expanding most rapidly, found that while the rate of decline for regular smoking did marginally slow between 2011–2015, this was also found for cannabis and alcohol use. Furthermore, the decline in the acceptability of

smoking behaviour among youth accelerated during this time. These findings do not support the hypothesis that e-cigarettes have renormalised youth smoking during a period of rapidly growing and largely unregulated e-cigarette use in the UK.

## APPENDIX 2: CONTEXT – SOCIETAL CHANGES IN SMOKING PREVALENCE AMONG ADULTS AND CHILDREN

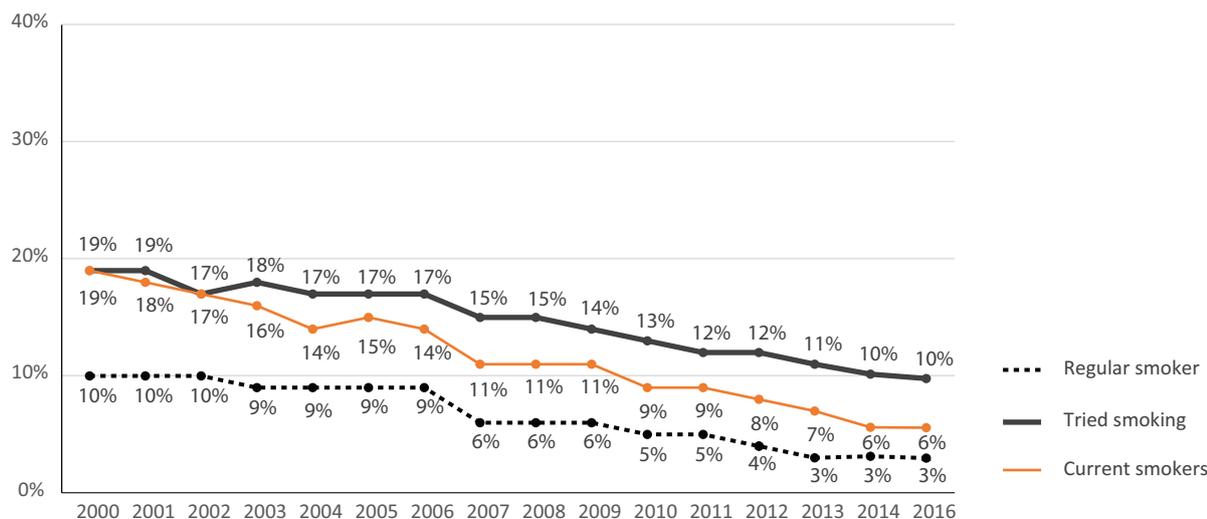
The ASH YouGov surveys found that in 2015 77.8% of 11-18 year olds had never smoked, compared to 79.3% in 2019. While 6.7% of 11-18 year olds were current smokers in 2015 compared to 6.6% in 2019. More detail is provided in the recent PHE report.<sup>20</sup> However, the ASH survey only has data from 2013 and was not set up to measure smoking prevalence.

Therefore this briefing includes smoking prevalence results for other surveys which have been carried out for much longer and are set up to measure smoking rates in children 11-15, young people 16-18 and adults aged 18 and over.

### Smoking prevalence among 11-15 year olds

The overall trend since 2000 has been for fewer children aged 11-15 to use tobacco.<sup>2</sup> (see Figure 9)

**Figure 9:** Smoking Behaviour 11-15 year olds in England 2000-2014 and 2016 (rounded to whole numbers)



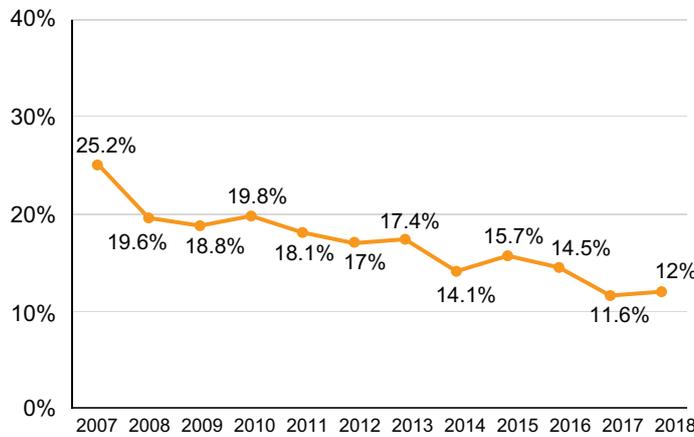
*Note: Data are from the Smoking, Drinking and Drug Use survey published by NHS Digital. The figure for 2015 is estimated as an average of 2014 and 2016. Unweighted base 11-15 year olds: 2000 n=7061; 2001 n=9277 2002 n=9796; 2003 n=10260;; 2004 n=9618; 2005 n=9092; 2006 n=8152; 2007 n=7738; 2008 n=7750; 2009 n=7612; 2010 n=7254; 2011 n=6446; 2012 n=7538; 2013 n=5121; 2014 n=6084; 2016 n=11987.*

The proportion having tried smoking was 10.2% in 2014 and 9.8% in 2016 (shown rounded in Figure 9). The proportion of regular smokers, defined as smoking more than one cigarette a week, went from 3.1% in 2014 to 2.7% in 2016, while the proportion of current smokers (which includes those smoking less than one cigarette a week) went from 5.6% in 2014 to 6.4% in 2016. These data are taken from the ONS Smoking Drinking and Drug Use survey of children in England which is a long-running survey of smoking rates among children 11-15 carried out since 1982. From 1998 onwards it was annual until 2014, since when it has been biennial. The results for 2018 will be published in July 2019.<sup>21</sup>

### Smoking prevalence among 16-18 year olds

The most recent available data on smoking prevalence among 16-18 year olds in England are from the Smoking Toolkit Study, carried out since 2007, which shows that smoking prevalence fell by 3.7 percentage points between 2015 and 2018.<sup>3</sup> (Figure 10)

**Figure 10.** Cigarette smoking prevalence among 16 -18 year olds, England, 2007- 2018

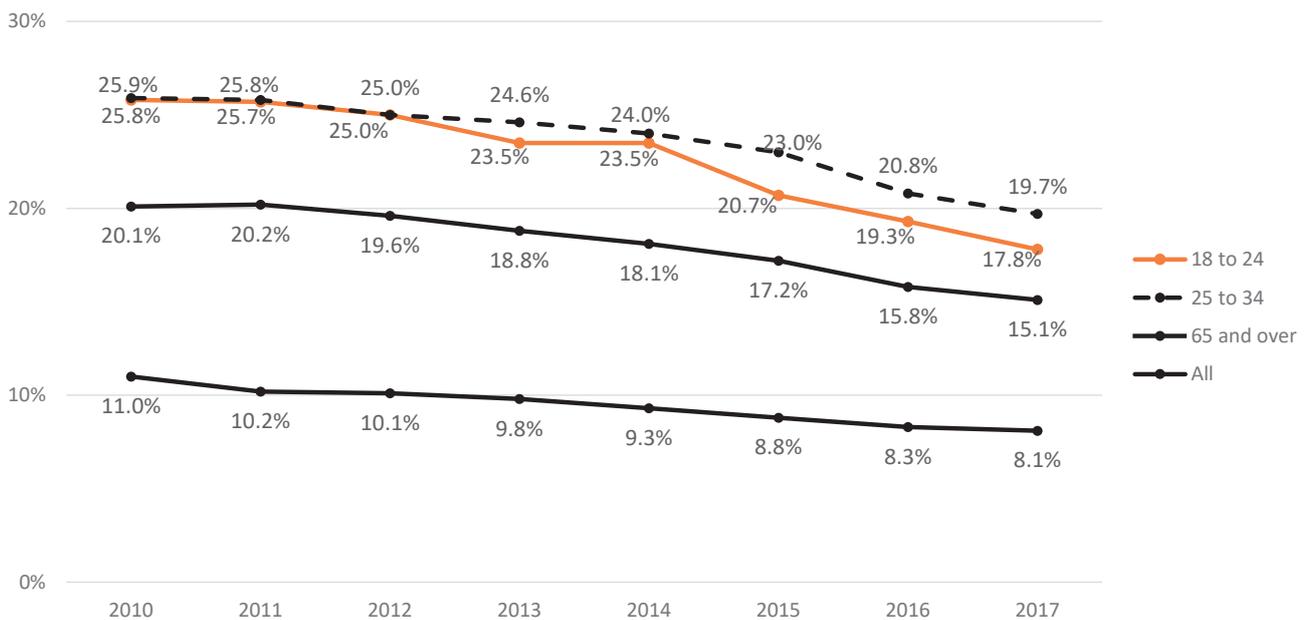


*Note: Data are from the Smoking Toolkit Study (STS), which is a national programme which has tracked key indicators of smoking and smoking cessation in England since 2006. Research is conducted by UCL and funded by Cancer Research UK. Unweighted base 16-18 year olds: 2007 n=875; 2008; n=709; 2009 n= 771; 2010 n= 942; 2011 n=917; 2012 n=837; 2013 n= 877; 2014 n=743; 2015 n=731; 2016 n=707; 2017 n=640; 2018 n=541.*

### Smoking prevalence among adults 18+ measured by the Annual Population Survey (APS)

Adult prevalence in the UK, measured by the APS, has declined from 20.1% in 2010 to 15.1% in 2017.<sup>4</sup> Respondents aged 18 to 24 have experienced the largest decline in smoking prevalence since 2012, falling from 25.5% to 17.8%. However, they remained the age group with the second highest prevalence in 2017 after 25-34 year olds at 19.7%. (Figure 11) The 2018 data are due to be published in July 2019.

**Figure 11:** Smoking prevalence among UK adults 18+ broken down by age



Source: Annual Population Survey (APS). This survey has an annual sample size of approximately 320,000 respondents.

## APPENDIX 3: ADULT E-CIGARETTE USE MEASURED BY YOUNG FOR ASH

Since the ASH YouGov surveys started measuring in 2012 there has been a significant growth in the number of adult e-cigarette users from around 700,000 to 3.6 million in 2019. The rate of increase in e-cigarette users was highest between 2012 and 2013, but the largest numerical growth was between 2013 and 2014. Calculations are by ASH and the Nicotine Research Group at the National Addiction Centre, King's College London. In each of the years we applied the proportions of e-cigarette use by smoking status in the YouGov survey to the most recent available ONS mid-year GB population estimates at the time the YouGov data was gathered. In 2019 ONS mid-year GB population estimates for 2017 have been used.

The number of current e-cigarette users continues to grow. (Table 2) In 2019, 54.1% of current vapers were ex-smokers while 39.8% also smoked (dual users), and 6.1% said they had never smoked tobacco. Less than 1% of never smokers report currently using an e-cigarette (0.8% in 2019 compared to 0.5% in 2018). For more details on adult use of e-cigarettes see ASH factsheet.

**Table 2:** Number of adult e-cigarette users in Great Britain

	2012	2013	2014	2015	2016	2017	2018	2019
% of population current users	1.7%	2.7%	4.2%	5.4%	5.7%	5.8%	6.2%	7.1%
Percentage point change (YoY)		1.0	1.5	1.2	0.3	0.1	0.4	0.9
Number of users (millions)	0.7	1.3	2.1	2.6	2.8	2.9	3.2	3.6
Rate of growth (YoY)		86%	62%	24%	8%	4%	10%	12.5%

## APPENDIX 4: CONTEXT - REGULATORY FRAMEWORK AND HOW IT HAS EVOLVED

Prior to 2015 e-cigarettes were only regulated as consumer products, under the General Product Safety Directive.

On 1st October 2015 an age of sale for e-cigarettes of 18 was introduced making it illegal to sell e-cigarettes containing nicotine to under 18s or to purchase them on behalf of under 18s.<sup>22</sup>

From 20th May 2016 a regulatory framework for e-cigarettes was introduced in the UK under the EU Tobacco Products Directive (TPD).<sup>23</sup> From that date the advertising or promotion, directly or indirectly, of electronic cigarettes and re-fill containers on media platforms with cross border impact was prohibited, including on television, radio, newspapers and magazines. The only advertising still allowed is at point of sale and other location specific advertising such as billboards, and advertisements must meet regulations designed to prevent promotion to people under 18.<sup>24</sup>

The new product rules under the TPD for electronic cigarettes also introduced product standards and a notification process for manufacturers and importers.<sup>25</sup> Non-compliant stock was allowed on sale for a further year until 20th May 2017.<sup>26</sup> Key product standards are:

### *Nicotine strength of e-liquid*

- Electronic cigarettes which contain up to 20mg per ml of nicotine are regulated as consumer products.
- Products containing over 20mg per ml of nicotine cannot be sold unless they have a medicinal license.<sup>27</sup>
- Zero nicotine products are not included in the TPD and do not require a medicinal licence.

### *Quantity of e-liquid*

- Disposable electronic cigarettes, cartridges and tanks can contain a maximum of 2ml of e-liquid, while dedicated refill containers can contain up to 10ml.

### *Safety*

- Products must be child-resistant and tamper-evident.

### *Health warnings*

- The pack must carry a health warning covering 30% of the surfaces of the unit packet and any outside packaging stating 'This product contains nicotine which is a highly addictive substance.'

# REFERENCES

- 1 2019 ASH Smokefree GB Youth Survey. Total sample size was 2,523 respondents. Fieldwork was undertaken between 12th March - 3rd April 2019. The figures have been weighted and are representative of all GB children aged 11 to 18.
- 2 NHS. [Smoking, Drinking and Drug Use Among Young People in England 2016](#). 2017
- 3 UCL. Smoking Toolkit Study. 2019.
- 4 Office for National Statistics. [Adult smoking habits in the UK: 2017](#) 2018
- 5 East K, Hitchman SC, Bakolis I, Williams S, Cheeseman H, Arnott D, McNeill A. [The association between smoking and electronic cigarette use in a cohort of young people](#). Journal of Adolescent Health. 2018 May 1;62(5):539-47.
- 6 Birge M, Duffy S, Miler JA, Hajek P. [What Proportion of People Who Try One Cigarette Become Daily Smokers? A Meta-Analysis of Representative Surveys](#). Nicotine Tob Res. 2018 Nov 15;20(12):1427-1433.
- 7 The list of flavours was extended to include these in 2017, after being mentioned within the free-text "other" option in previous years
- 8 2019 ASH Smokefree GB Youth Survey. Total sample size was 2,523 respondents. Fieldwork was undertaken between 12th March - 3rd April 2019. The figures have been weighted and are representative of all GB children aged 11 to 18.
- 9 2018 ASH Smokefree GB Youth Survey. Total sample size was 2,291 British youths aged 11 – 18. Fieldwork was undertaken between 28<sup>th</sup> February and 17<sup>th</sup> March 2018. The figures have been weighted and are representative of all GB children aged 11 to 18.
- 10 2017 ASH Smokefree GB Youth Survey. Total sample size was 2,331 British youths aged 11 – 18. Fieldwork was undertaken between 10th March and 5th April 2017. The figures have been weighted and are representative of all GB children aged 11 to 18.
- 11 2016 ASH Smokefree GB Youth Survey, Total sample size was 2,623. British youths aged 11-18. Fieldwork was undertaken between 11th March and 10th April 2016. The figures have been weighted and are representative of all GB children aged 11 to 18.
- 12 2015 ASH Smokefree GB Youth Survey, Total sample size was 2,291 British youths aged 11-18. Fieldwork was undertaken between 6th and 22nd March 2015 The figures have been weighted and are representative of all GB children aged 11 to 18.
- 13 2014 ASH Smokefree GB Youth Survey, Total sample size was 2,068 British youths aged 11-18. Fieldwork was undertaken between 21st March and 1st April 2014. The figures have been weighted and are representative of all GB children aged 11 to 18.
- 14 2013 ASH Smokefree GB Youth Survey, Total sample size was 2,178 British youths aged 11-18. Fieldwork was undertaken between 21st and 28th March 2013. The figures have been weighted and are representative of all GB children aged 11 to 18.
- 15 Bauld et al., [Young People's Use of E-Cigarettes across the United Kingdom: Findings from Five Surveys 2015–2017](#). International Journal of Environmental Research and Public Health. 2017.
- 16 Ipsos Mori. Health and Wellbeing of 15-year-olds in England - Main findings from the What About YOUth? Survey 2014. NHS Digital; December 2015. Available from: <https://digital.nhs.uk/data-and-information/publications/statistical/health-and-wellbeing-of-15-year-olds-in-england/main-findings--2014>
- 17 Government Social Research. Health Behaviour in School-aged Children (HBSC) Wales: key findings. Welsh Government; 2015. Available from: <https://gov.wales/docs/caecd/research/2015/151022-health-behaviour-school-children-2013-14-key-findings-en.pdf>
- 18 ISD Scotland. Scottish School's Adolescent Lifestyle and Substance Use Survey (SALSUS) 2014. 18 May 2015; Available from: <http://www.isdscotland.org/Health-Topics/Public-Health/SALSUS/>.
- 19 Hallingberg B, Maynard OM, Bauld L, et al. [Have e-cigarettes renormalised or displaced youth smoking? Results of a segmented regression analysis of repeated cross sectional survey data in England, Scotland and Wales](#). Tobacco Control. 2019.
- 20 McNeill A, Brose LS, Calder R, Bauld L & Robson D (2019). [Vaping in England: an evidence update February 2019](#). A report commissioned by Public Health England. London: Public Health England.
- 21 NHS. [Smoking, Drinking and Drug Use Among Young People in England 2018](#). 2019
- 22 HM Government. [The Nicotine Inhaling Products \(Age of Sale and Proxy Purchasing\) Regulations 2015](#). 2015
- 23 Directive 2014/40/EU of the European Parliament and of The Council. [EU Tobacco Products Directive 2014/40/EU](#) Article 20. Official Journal of the European Union.
- 24 ASA and CAP. [Electronic cigarettes: General](#). 2018
- 25 Medicines and Healthcare products regulatory Agency. [E-cigarettes: regulations for consumer products](#). 2019
- 26 HM Government. [Tobacco and Related Products Regulations 2016](#). 2016
- 27 Medicines and Healthcare products regulatory agency. [Licensing procedure for electronic cigarettes as medicines](#). 2017