

AN ANALYSIS OF FACTORS PROMPTING ENDS UPTAKE AMONG SMOKERS AND NON-SMOKERS

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INTRODUCTION

- Smokers who switch fully from smoking to vaping may reduce the health risks they face.
- **BUT** non-smokers would increase the risks they face if they commenced either smoking or vaping.
- Understanding factors that promote vaping uptake could support optimal health outcomes among both smokers and non-smokers.

RESEARCH QUESTION

- What are the key factors promoting vaping uptake among smokers and non-smokers?

METHODS

Sample

- We conducted an online survey of 1005 New Zealanders using a sample sourced from Dynata, an online panel provider.
- The sample comprised **324 current vapers** (vaped in the last 30 days)
 - 270 smokers and 54 non-smokers.

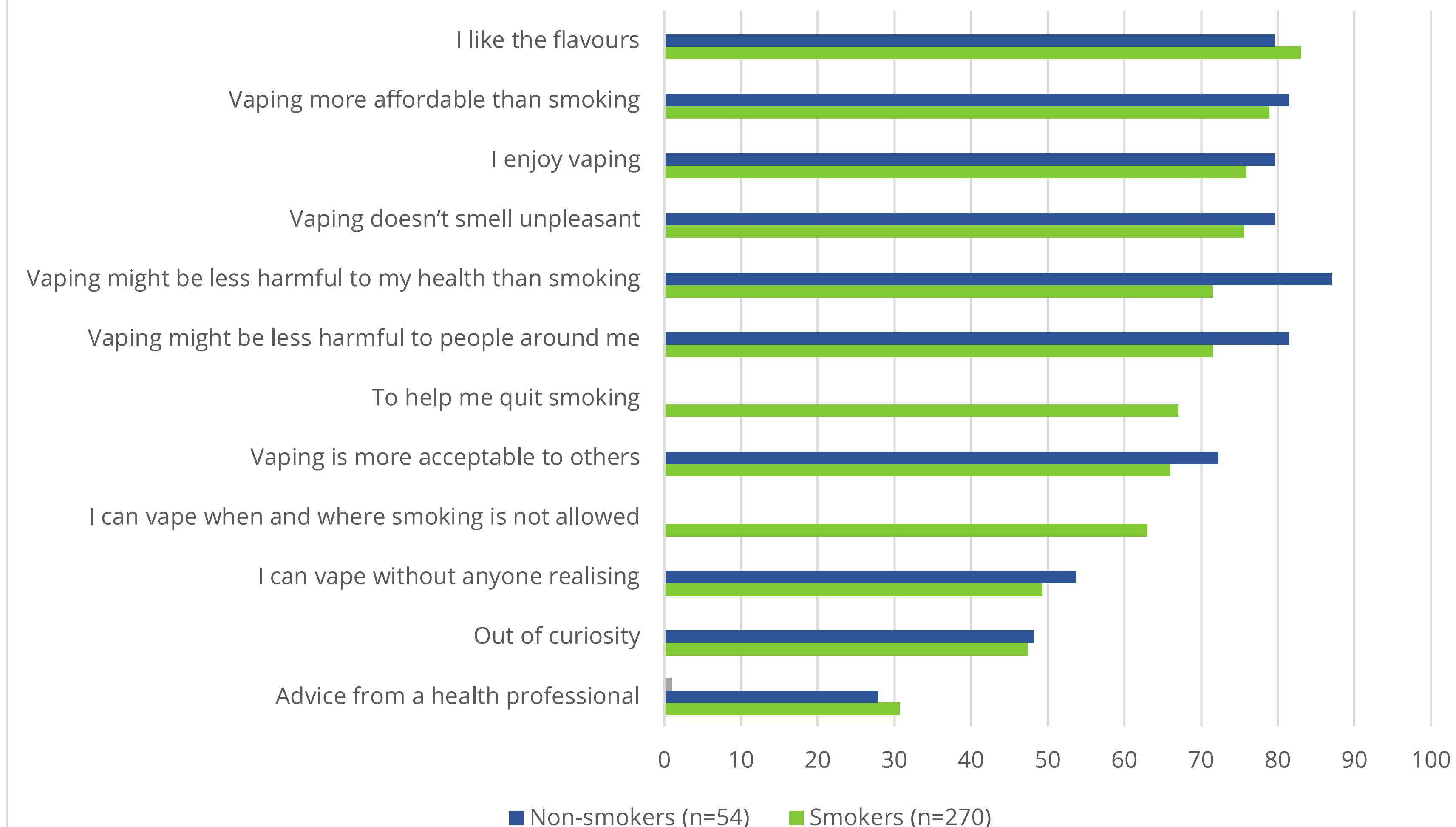
Measures

- Forced choice questions to explore reasons for vaping uptake among current vapers.

RESULTS

- Irrespective of smoking status, current vapers cited sensory pleasure and affordability as key reasons for vaping uptake, specifically:
 - Flavours;
 - Enjoyment of vaping;
 - Increased affordability of vaping compared to smoking.
- Smokers were significantly **less likely** than non-smokers to cite:
 - Reduced health risks as a reason for vaping.
- Less important reasons included:
 - Curiosity;
 - Being advised by a health professional to vape.

Reasons for Vaping Uptake Among Current Vapers by Smokers and Non-Smokers



CONCLUSIONS

- The main reasons for vaping uptake among both smokers and non-smokers are pleasure, affordability, and the enjoyment of vaping.
- This finding presents a conundrum for policy makers.
- Experimental studies are now required to test whether measures reducing the appeal of vaping to non-smokers, such as reducing flavour ranges, affect smokers' transition to vaping.

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CONFLICT OF INTEREST STATEMENT

There are no conflicts of interest to report.