

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

January 2021

## Key findings

- A large majority of 11-18 year olds have never tried or are unaware of e-cigarettes (83%). This has barely changed since 2017.
- In 2020 16.4% of 11-18 year olds had tried vaping, compared to 15.4% in 2019. This is an increase from 2015 when 12.7% of 11-18 year olds had tried e-cigarettes.
- There has also been an increase in current e-cigarette use since 2015 from 2.4% to 4.8%, but only 1.8% of young people used e-cigarettes more than once a week in 2020.
- Current use of e-cigarettes among 11-18 year olds is higher among current smokers (41.8%) than former smokers (11.0%), and it is very low in never smokers (0.7%)
- Children under 16 are less likely to try e-cigarettes than 16-18 year olds. Only 7.8% of 11-15 year olds have tried vaping, compared to 30.6% of 16-18 year olds.
- Young people vape mainly just to give it a try (49.8%) not because they think it looks cool (2.1%). They are unlikely to choose e-cigarettes because they are easier to access (1.0%) or cheaper (0.8%) than tobacco cigarettes.
- The perception among young people that cigarettes and e-cigarettes are equally harmful has been increasing since 2013. Only 42.8% of 11-18 year olds in 2020 believed that e-cigarettes were less harmful than cigarettes.

In conclusion, data from the 2020 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 2013-2020,<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 2020.

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).

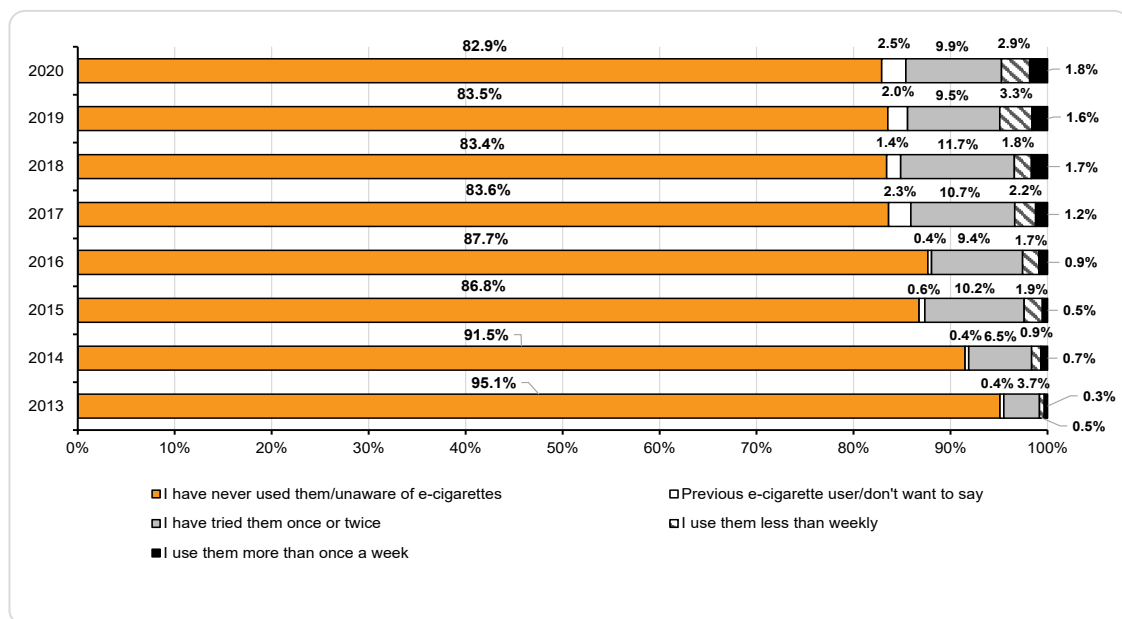
## Awareness of e-cigarettes is high, but regular use remains very low

Awareness of e-cigarettes amongst young people has risen significantly from 2013 when 67% of 11-18 year olds were aware of e-cigarettes to 2015 when it reached 93%. It has remained at a similar level since then: in 2020 the rate of awareness of e-cigarettes in young people was 93.7%.

A large majority of 11-18 year olds have never tried e-cigarettes. In 2020, 16.4% of 11-18 year olds had tried vaping, compared to 15.4% in 2019. 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. In 2020, 71.5% of 11-18 year olds who have tried e-cigarettes said they have not used them in the last month.

Regular use of e-cigarettes increased between 2015 and 2019, although it continued to be rare in young people aged 11-18. However, in 2020 there was not an increase compared to 2019 with 1.8% of respondents said they use e-cigarettes more than weekly with another 2.9% using them less than weekly, compared to 1.6% and 3.3% in 2019 (Figure 1). The proportion of 11-18 year olds who have never tried an e-cigarette has been fairly stable since 2017 ranging from 83.6% to 83.9%.

**Figure 1. Use of e-cigarettes by GB youth (11-18), 2013-2020**



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, 2020 = 2505). Percentages have been rounded to the nearest decimal place.

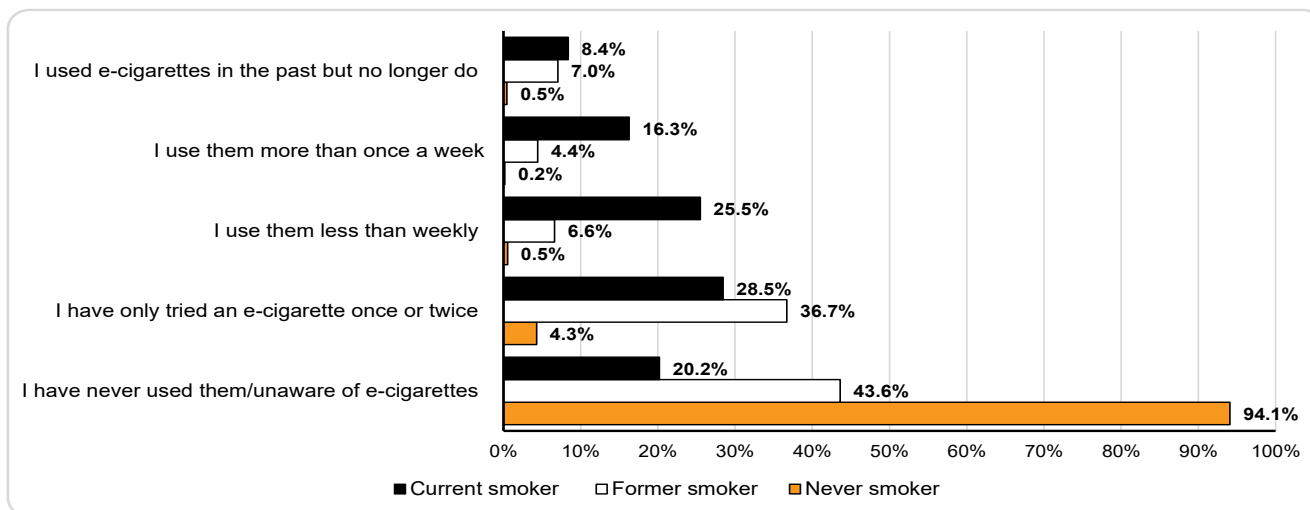
## Regular use of e-cigarettes remains rare in young never smokers

Use of e-cigarettes remains largely confined to current or former smokers. The overwhelming majority, 94.1% in total, of 11-18 year old never smokers have either never used an e-cigarette (87.9%) or are not aware of them (6.2%). (Figure 2)

Of 11-18 year old never smokers, 4.3% have tried e-cigarettes once or twice, 0.5% use them less than weekly, and 0.2% use e-cigarettes more than once a week. Not a single never smoker reported vaping daily, and only 0.5% were previous users of e-cigarettes. These low figures represent very small numbers of individuals, so any comparisons between them need to be interpreted with caution.

Current use of e-cigarettes among 11-18 year olds is considerably higher among current smokers (41.8%) than former smokers (11.0%).

**Figure 2. Use of e-cigarettes by tobacco smoking status, GB youth (11-18), 2020**

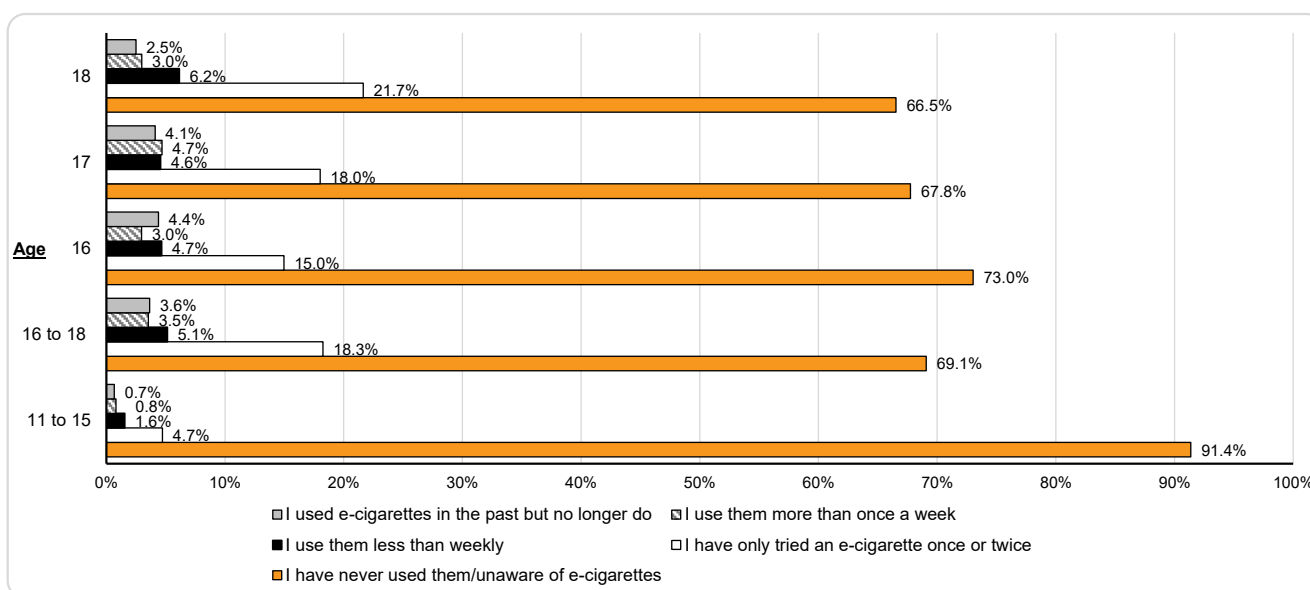


ASH Smokefree GB Youth Survey, 2020 (Unweighted bases: Never smokers = 1,926, former smokers = 343, current smokers = 207). Percentages have been rounded to the nearest decimal place.

## There is a gradient in use by age

The prevalence of regular use and experimentation increases with age. Of 11-15 year olds, 91.4% have never used or are unaware of e-cigarettes, compared to 66.5% of 18 year olds. Only 0.8% of 11-15 year olds use e-cigarettes more than weekly compared to 3.5% of 16-18 year olds (Figure 3).

**Figure 3. Use of e-cigarettes by age, GB youth (11-15 and 16-18 plus 16, 17 and 18), 2020**



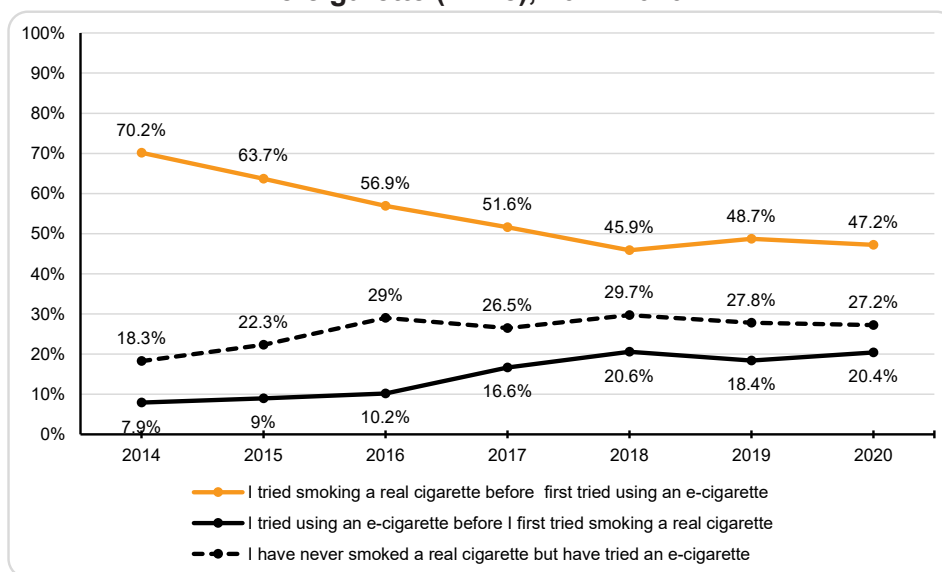
ASH Smokefree GB Youth Survey, 2020. Unweighted bases: All 11-18 year olds (11 = 157, 12 = 290, 13 = 268, 14 = 260, 15 = 320, 16 = 272, 17 = 462, 18 = 476). Percentages have been rounded to the nearest decimal place.

## Order of use of e-cigarettes and tobacco cigarettes

There has been a shift over time in the order of use between tobacco cigarettes and e-cigarettes. The number of 11-18 year olds smoking before vaping decreased: in 2018, 45.9% who had tried e-cigarettes had tried a tobacco cigarette beforehand (70.2% in 2014). The proportion of young people trying e-cigarettes first, or only trying e-cigarettes increased over the same period; 20.6% in 2018 had tried an e-cigarette before a tobacco cigarette (7.9% in 2014) and 29.7% had never smoked (18.3% in 2015) (Figure 4).

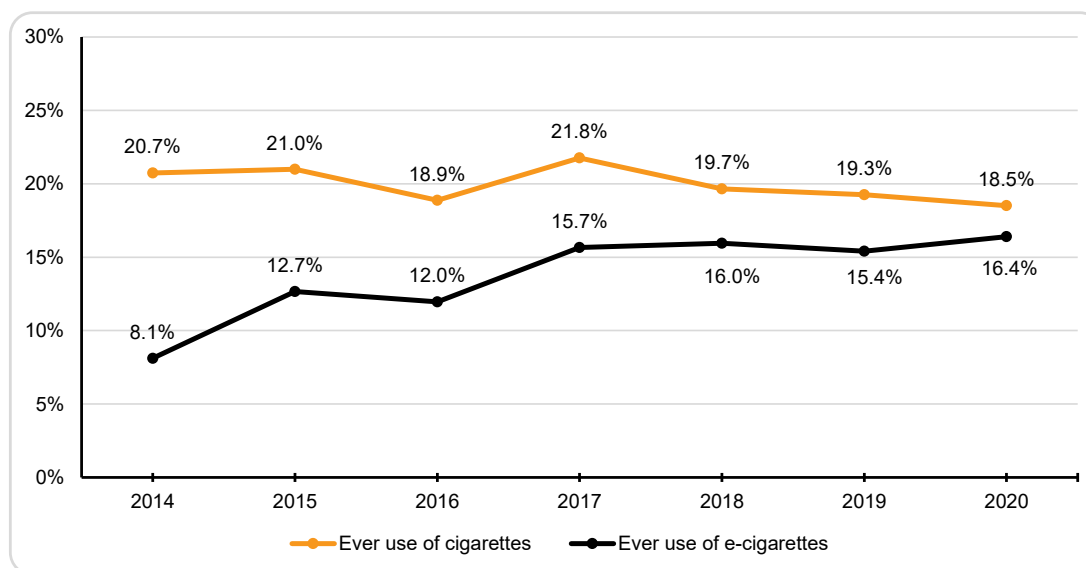
The changes over time do not appear to continue from 2018 to 2020, with the proportions of 11-18 year olds who had tried vaping who tried a tobacco cigarette first, who tried an e-cigarette before a tobacco cigarette and who had never smoked tobacco remaining consistent for the past two years. This may reflect that levels of ever-use of e-cigarettes are stabilising among young people. (Figure 1 and Figure 5)

**Figure 4. Order of use between tobacco cigarettes and e-cigarettes, GB youth who had tried an e-cigarette (11-18), 2014-2020**



ASH Smokefree GB Youth Surveys, 2014-2020 Respondents who said they have tried an e-cigarette (Unweighted bases: 2014 = 157, 2015 = 301, 2016 = 318, 2017 = 425, 2018 = 402, 2019 = 466, 2020 = 484). Percentages have been rounded to the nearest decimal place.

**Figure 5. Ever use of cigarettes and e-cigarettes over time, GB youth (11-18), 2014-2020**



ASH Smokefree GB Youth Survey(s). Unweighted base: All 11-18 year olds (2014 = 2,068, 2015 = 2,291, 2016 = 2,331, 2017 = 2,623, 2018 = 2,291, 2019 = 2523, 2020 = 2505). Percentages have been rounded to the nearest decimal place.

In 2017, an ASH and King’s College London study attempted to track the smoking behaviour of young people over time to better understand the relationship between smoking and vaping.<sup>5</sup> 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 2018 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 compared with 2014, more young people experiment with e-cigarettes, and a higher proportion use e-cigarettes before tobacco cigarettes. Despite this, the overall trend in tobacco use from 2014 to 2018 is downwards. The trend may have plateaued over the past 2 years and continued surveillance is needed.

## How underage users get hold of e-cigarettes and cigarettes

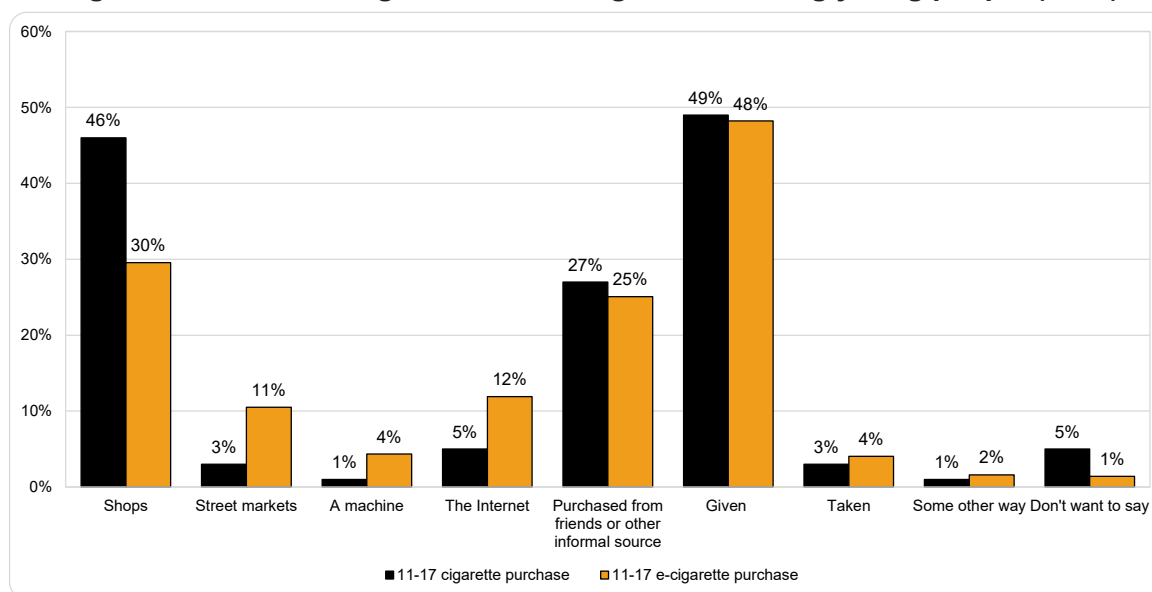
The sale of tobacco and e-cigarettes to people under the age of 18 is an offence, however most common way to access both cigarettes and e-cigarettes among 11-17 year olds was through purchase with 64% buying cigarettes and 61% buying e-cigarettes.

However, 11-17 year olds are more likely to purchase cigarettes from shops than e-cigarettes with 46% of smokers purchasing cigarettes and 30% of vapers purchasing e-cigarettes. Informal purchase of both products is less frequent but still common with 27% purchasing cigarettes from informal sources and 25% purchased e-cigarettes informally.

Online purchases of e-cigarettes (12%) are more common than cigarettes (5%). Street markets were also a more common source of e-cigarettes with 11% reporting purchase compared to 3% for cigarettes.

Being given both cigarettes and e-cigarettes was common among 11-17 year olds (49% cigarettes, 48% e-cigarettes).

**Figure 6. Sources of cigarettes and e-cigarettes among young people (2020)**



ASH Smokefree GB Youth Survey, 2020. Unweighted base: respondents (11-17) who currently use cigarettes: 135, respondents (11-17) who currently use e-cigarettes: 94. Percentages have been rounded to the decimal place. Respondents allowed to tick more than one box if more than one usual source.

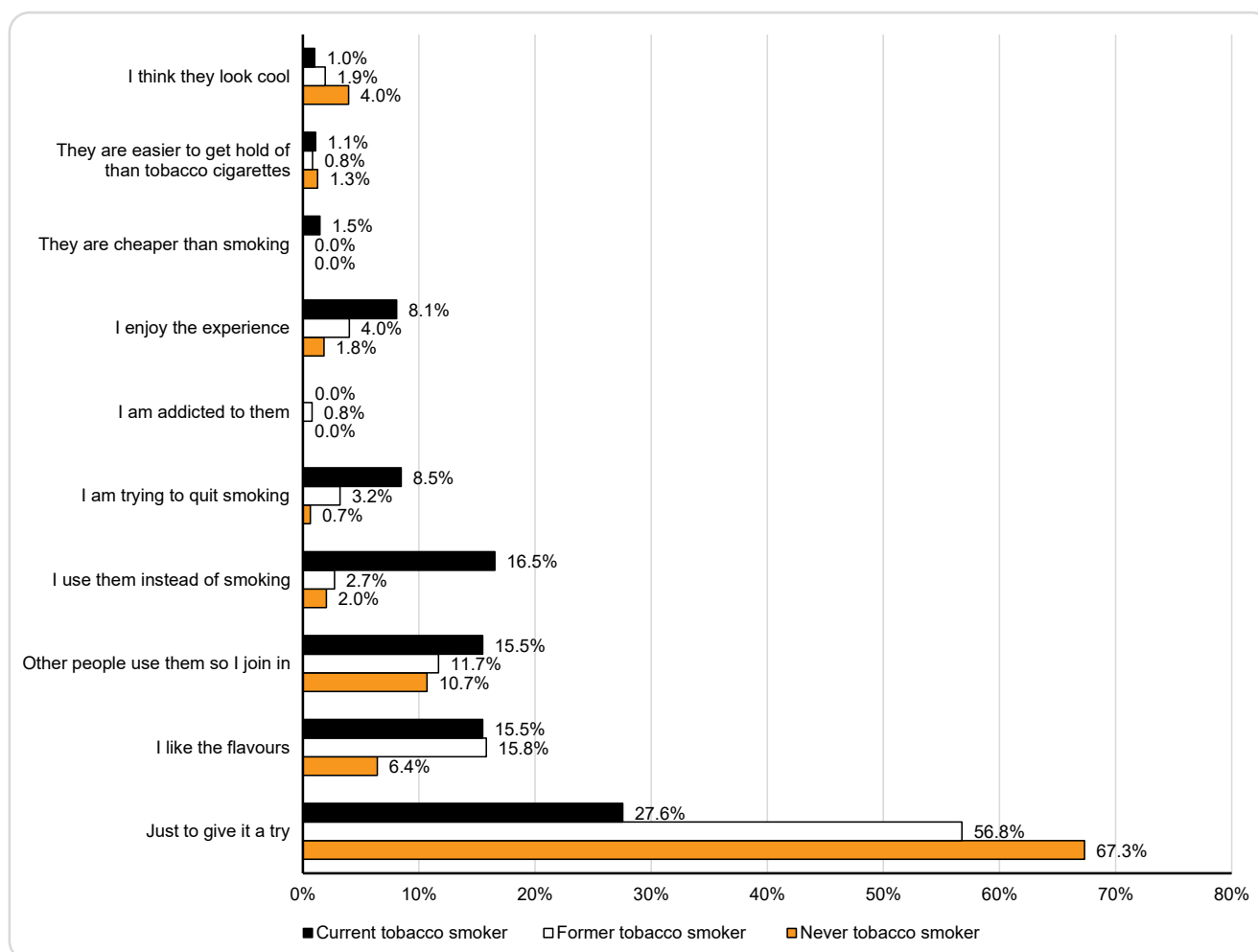
## Reasons why young people experiment with, and use, e-cigarettes

Respondents who had ever used an e-cigarette (including current, ex-users and those who had tried them 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'* (49.8%). The next most frequent response was *'I like the flavours'* (13.4%), although this was a less common answer among never smokers (6.4%). The third most common response was *'other people use them so I join in'* (12.7%).

The least common reasons given for e-cigarette use were *'I am addicted to them'* (0.3%); *'They are cheaper than smoking'* (0.8%); *'They are easier to get hold of than tobacco cigarettes'* (1.0%); and *'I think they look cool'* (2.1%).

Among smokers who had tried e-cigarettes, reasons for e-cigarette use were more divided. The most common reason was still *'Just to give it a try'*, but only 27.6% gave this response. Other common reasons were *'I use them instead of smoking'* (16.5%); *'I like the flavours'* (15.5%); *'other people use them so I join in'* (15.5%); *'I am trying to quit smoking'* (8.5%); and *'I enjoy the experience'* (8.1%). (Figure 7)

**Figure 7. Reasons for e-cigarette use, GB youth (11-18), 2020**

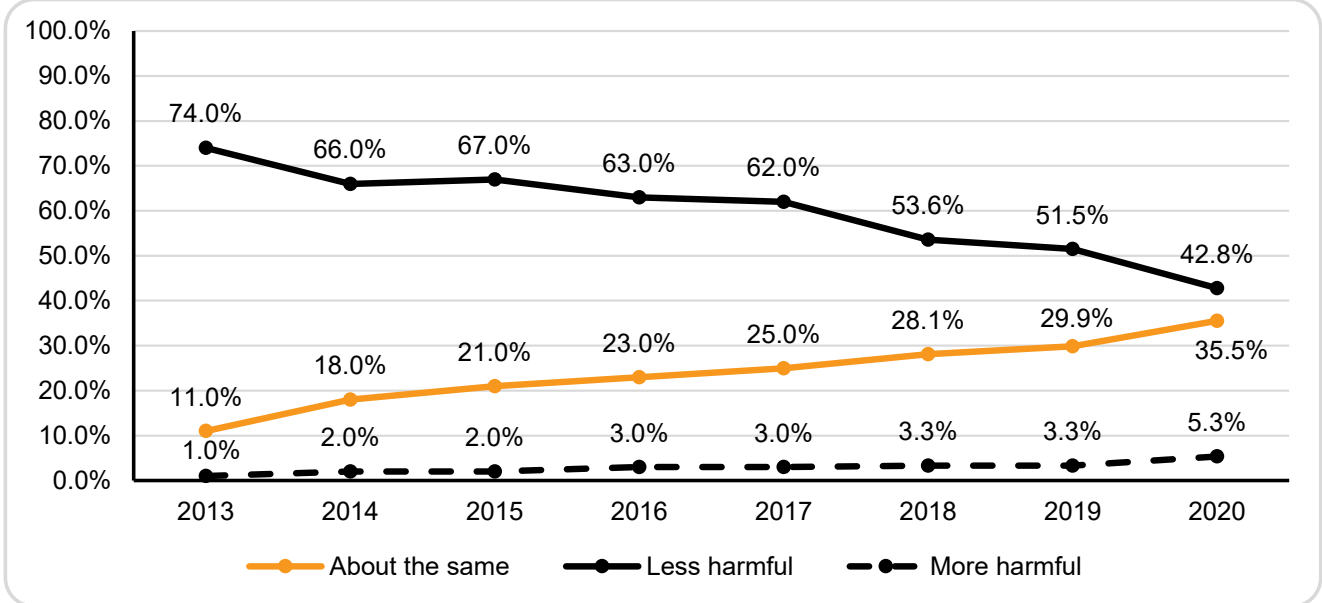


ASH Smokefree GB Youth Survey, 2020. Respondents that have tried e-cigarettes (Unweighted bases: Never smokers = 122, former smokers = 189, current smokers = 165). Percentages have been rounded to the nearest decimal place.

# 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, 66.7% of young people correctly said that e-cigarettes were less harmful than smoking, falling to 42.8% in 2020. The proportion of young people incorrectly saying that e-cigarettes have ‘about the same’ level of harm as tobacco cigarettes has grown, from 21.3% in 2015 to 35.5% in 2020. (Figure 8)

**Figure 8. Perceptions of harm of e-cigarettes compared to smoking, GB youth (11-18), 2013-20**



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 = 2,371, 2020 = 2,353) Percentages have been rounded to the nearest decimal place.

## Types of products used

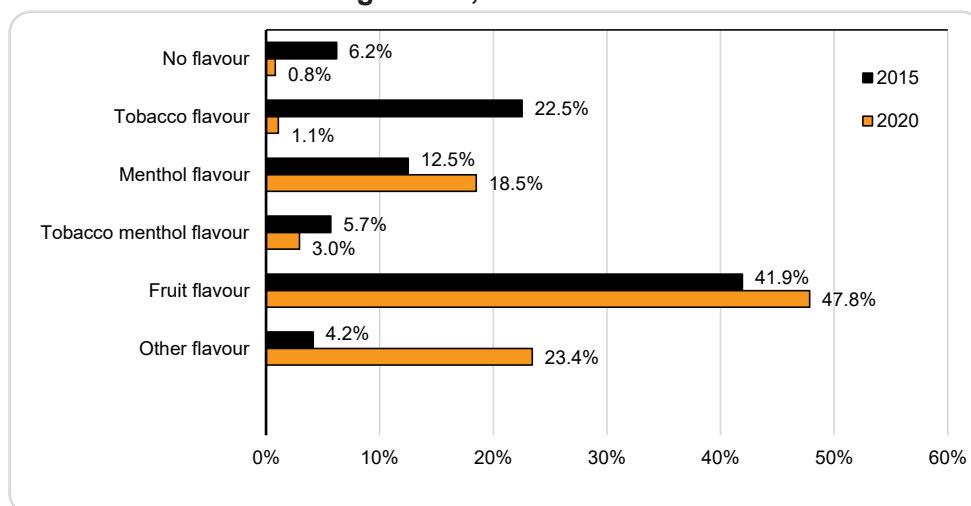
### E-LIQUIDS

In 2020 42.1% of 11-18 year olds said that the e-cigarette they used most often always contained nicotine; 33.4% said it sometimes contained nicotine; 18.3% that it never contained nicotine; with 6.3% saying they didn't know.

The most frequently used e-cigarette flavouring for young people is ‘fruit flavour’ chosen by 47.8% of current e-cigarette users. The next most popular flavour is ‘menthol/mint flavour’, chosen by 18.5%. Several other flavours were more common in 2020 than in 2015, including ‘chocolate, desserts, sweet, or candy flavour’ (7.5%), ‘energy drink or soft drink’ (6.3%) and ‘vanilla’ (5.2%). Tobacco flavour is unpopular, with only 1.1% of young people who use e-cigarettes choosing this flavour in 2020 compared with 22.5% in 2015. (Figure 9 on next page)



**Figure 9. Most frequently chosen e-cigarette liquid flavour, current GB youth (11-18) users of e-cigarettes, 2015 and 2020**

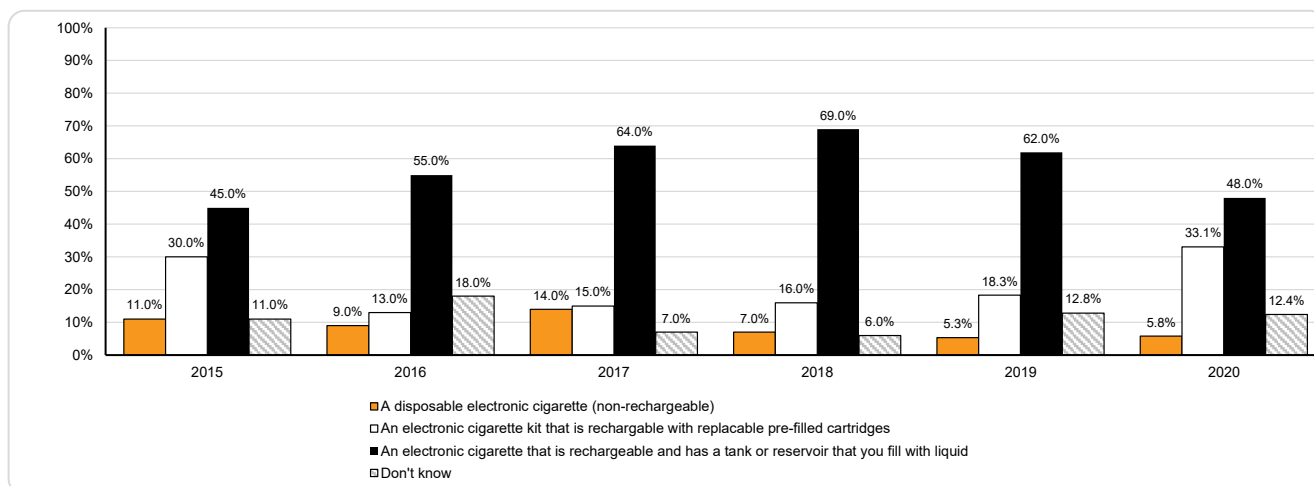


ASH Smokefree GB Youth Survey, 2020. Unweighted base: 11-18 year olds, respondents who are current users of e-cigarettes in 2020: 137; current users of e-cigarettes in 2015: 59. Percentages have been rounded to the nearest decimal place.

## 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 (48% of respondents). Although the sample sizes are small, the popularity of this type of device seems to have declined in popularity over the past 2 years. Rechargeable devices with replaceable pre-filled cartridges have increased in popularity, with 33% of respondents choosing this type in 2020 compared to 16% in 2018. (Figure 10)

**Figure 10. Most frequently used e-cigarette by device type, current GB youth (11-18) users of e-cigarettes, 2015-2020**



ASH Smokefree GB Youth Survey, 2020. Unweighted base: 11-18 year olds, respondents who are current users of e-cigarettes (2015 = 59, 2016 = 66, 2017 = 92, 2018 = 85, 2019 = 140, 2020 = 137) Percentages have been rounded to the nearest whole number.

The shift towards pre-filled cartridges (also known as pod devices) coincides with an increase in the number of young people who notice e-cigarettes on display in supermarkets and corner shops. In 2018 (when the question was first asked) 19.1% of young people said they noticed e-cigarettes on display every time or most times they went into a corner shop in 2020 this increased to 24.2%. Displays in supermarkets appear to have increased even more in visibility, with 6.2% of young people saying they notice e-cigarettes on displays every time or most times they visited a supermarket in 2018 rising to 13.1% in 2020.



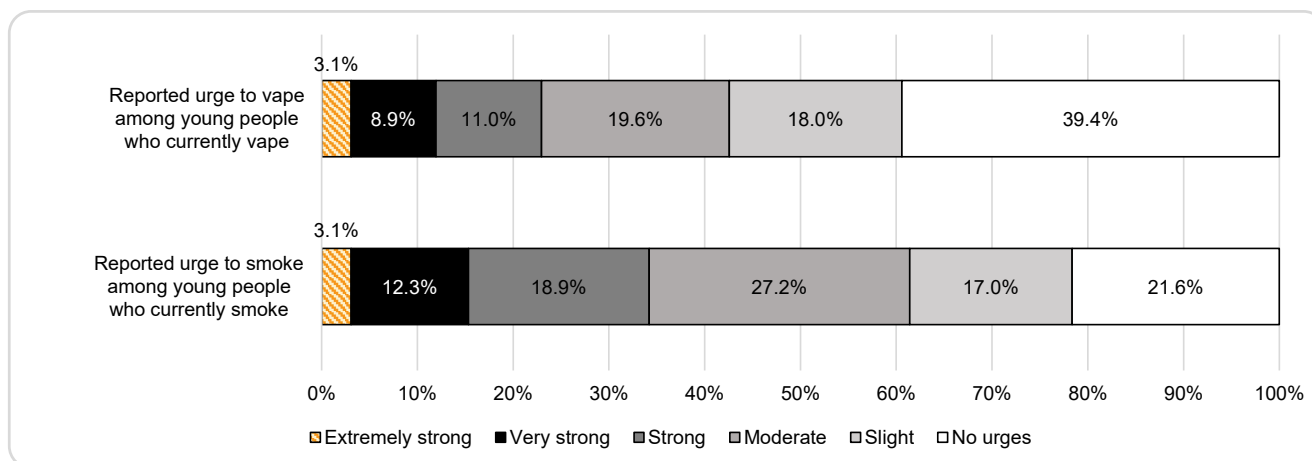
Awareness of e-cigarette displays has also increased among young people who have tried e-cigarettes. In 2018 37.0% of young people who tried an e-cigarette noticed displays every time or most times they visited a corner shop increasing to 46.0% in 2020. Awareness of displays in supermarkets increased from 14.1% in 2018 to 31.2% in 2020.

### URGES TO SMOKE COMPARED WITH URGES TO USE E-CIGARETTES

For the first time in 2020, YouGov asked about the frequency and intensity of the urge to smoke and use vapes. Of e-cigarette users, 39.4% reported no urges to vape, while 21.6% of smokers reported no urges to smoke. Smokers were also more likely to report strong urges to smoke (34.3%) than vapers were to report strong urges to vape (23.0%). (Figure 11)

These questions are used to make assessments about the level of addiction an individual may have. While it is difficult to make a comparison between two different behaviours (smoking and vaping) in two different but overlapping populations (current smokers and current vapers), the results indicate that vapers may have lower levels of addiction than smokers. However, while it may not be justified to draw strong conclusions from this data it does echo findings from an analysis of US youth data which found minimal evidence of nicotine dependence among high school aged e-cigarette users.<sup>7</sup>

**Figure 11. Reported urges to vape and smoke, GB youth (11-18) users of e-cigarettes and smokers, 2020**



ASH Smokefree GB Youth Survey, 2020. Unweighted base: 11-18 year olds, respondents who are current users of e-cigarettes 137; respondents who are current smokers 207

## 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 online in March 2020 and relevant comparisons with previous years<sup>1 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](#).

## Appendix 2: Context – societal changes in smoking prevalence among adults and children

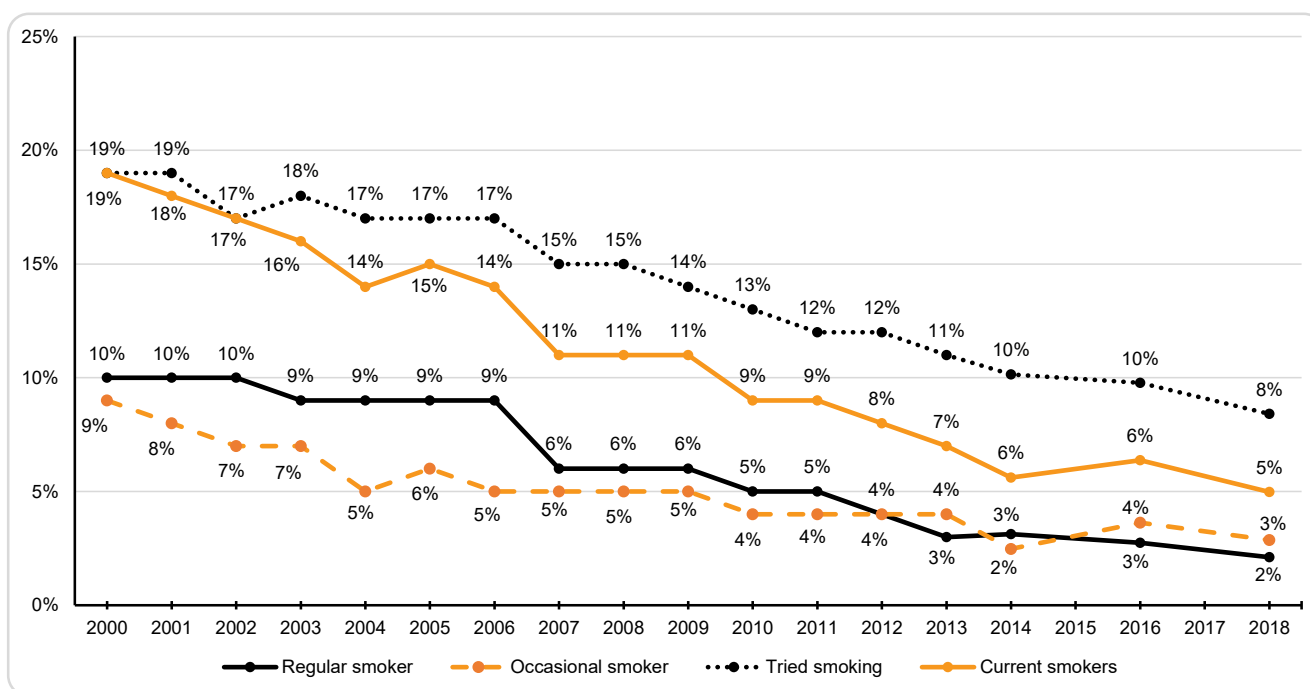
The ASH YouGov surveys found that in 2015 77.8% of 11-18 year olds had never smoked, compared to 80.4% in 2020. In both 2015 and 2020, 6.7% of 11-18 year olds were current smokers. However, the ASH survey only has data from 2013 onwards and was not set up to measure smoking prevalence.

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 16-17 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> (Figure 12). 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 in England carried out since 1982. From 1998 onwards it was annual until 2014, since when it has been biennial. Estimates for 2015 and 2017 have been indicated by a straight-line interpolation between the years either side, but this is not an actual data point.

Figure 12. Smoking Behaviour 11-15 year olds in England, 2000-2018



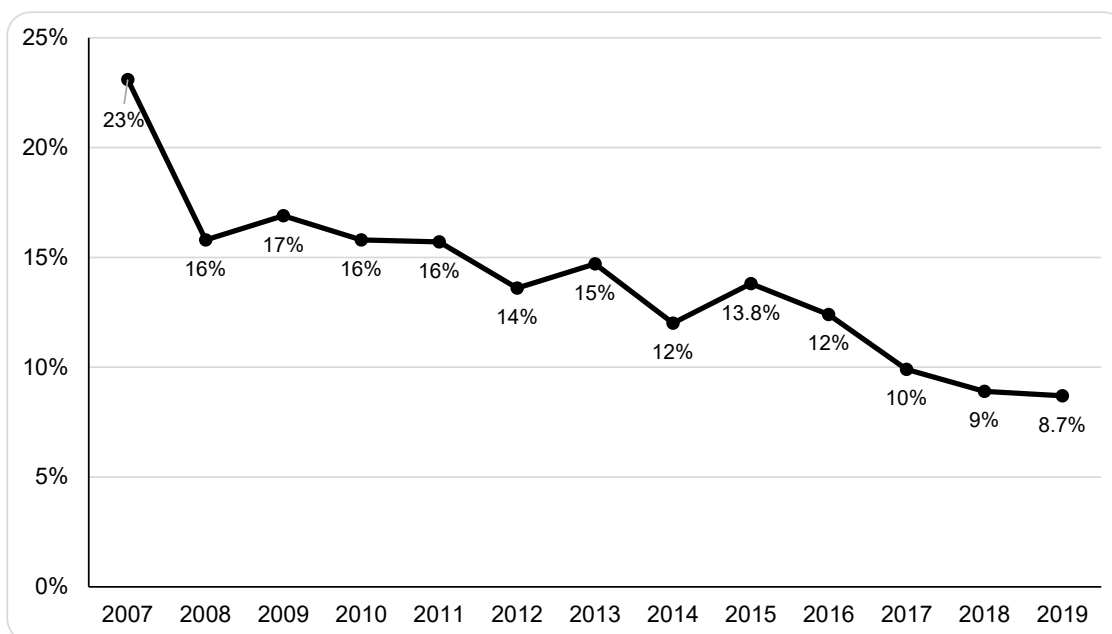
Data are from the Smoking, Drinking and Drug Use survey published by NHS Digital. There were no surveys in 2015 or 2017, so straight lines are used to interpolate. Unweighted base 11-15 year olds: 2000 n=7061; 2001 n=9277; 2002 n=9796; 2003 n=10260; 2004 n=9618; 2005 n=9092; 2006 n=8152; 2007 n=7738; 2008 n=7750; 2009 n=7612; 2010 n=7254; 2011 n=6446; 2012 n=7538; 2013 n=5121; 2014 n=6084; 2016 n=11987; 2018 n=13664.

The proportion of 11-15 year olds who are regular smokers, defined as smoking more than one cigarette a week, has steadily decreased since 2000, and continued to decline from 2.7% in 2016 to 2.1% in 2018. Similarly, the proportion of occasional smokers, those smoking less than one cigarette a week, was 2.9% in 2018 compared with 3.6% in 2016. The ‘tried smoking’ status means ‘have tried smoking once’ and excludes current regular smokers, occasional smokers, and ex-smokers. The proportion of respondents in this group has also declined, from 9.8% of 11-15 year olds in 2016 to 8.4% in 2018.

### SMOKING PREVALENCE AMONG 16-17 YEAR OLDS

The most recent available data on smoking prevalence among 16 and 17 year olds in England are from the Smoking Toolkit Study, carried out since 2006, which shows that smoking prevalence fell by 5.1 percentage points between 2015 and 2019.<sup>3</sup> (Figure 13)

**Figure 13. Cigarette smoking prevalence among 16 and 17 year olds in England, 2007- 2019**

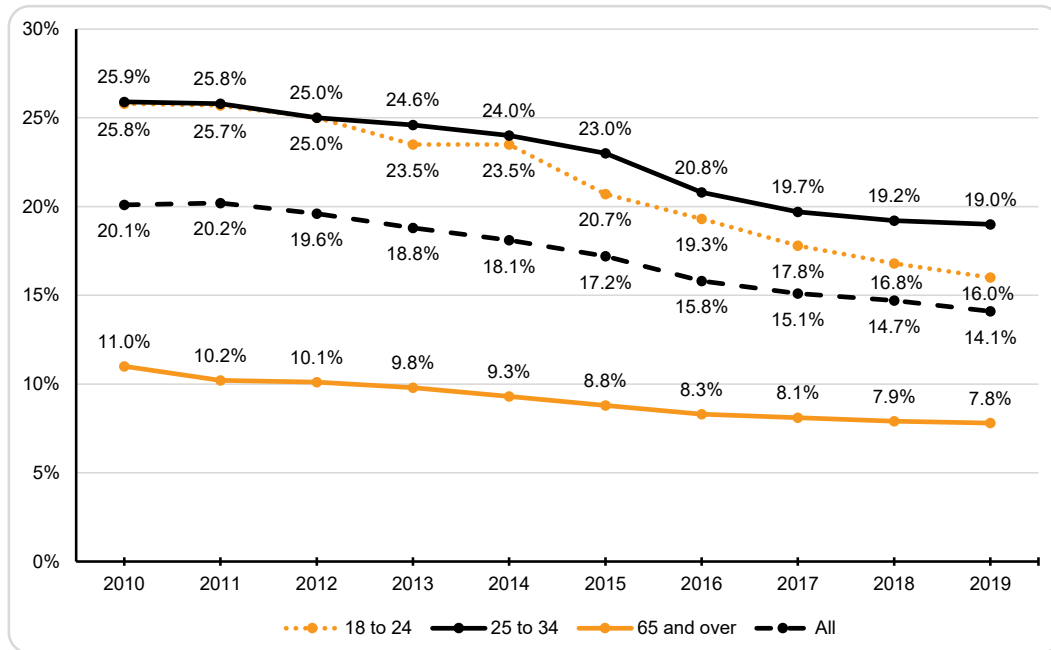


*Data are from the Smoking Toolkit Study (STS), which is a national programme which has tracked key indicators of smoking and smoking cessation in England since 2006. Research is conducted by UCL and funded by Cancer Research UK. Unweighted base 16-18 year olds in England: 2007 n=616; 2008; n=507; 2009 n= 501; 2010 n= 641; 2011 n=732; 2012 n=609; 2013 n= 477; 2014 n=345; 2015 n=352; 2016 n=365; 2017 n=343; 2018 n=260; 2019 n=225. Percentages have been rounded to the nearest decimal place*

### SMOKING PREVALENCE AMONG ADULTS 18+ MEASURED BY THE ANNUAL POPULATION SURVEY

Adult prevalence in the UK, measured by the Annual Population Survey, has declined from 20.1% in 2010 to 14.1% in 2019.<sup>4</sup> Respondents aged 18-24 have experienced the largest decline in smoking prevalence since 2012, falling from 25% to 16%. However, they remained the age group with the second highest prevalence in 2019 after 25-34 year olds at 19%. (Figure 14)

**Figure 14. Smoking prevalence among UK adults 18+ broken down by age, 2010-2019**



Source: Annual Population Survey (APS). This survey has an annual sample size of approximately 320,000 respondents. Percentages have been rounded to the nearest decimal place

## Appendix 3: Adult e-cigarette use measured by YouGov 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 in Great Britain, 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 has fallen for the first time, from 7.1% to 6.3% of the adult population (Table 1). In 2020, 58.9% of current vapers were ex-smokers while 38.3% also smoked (dual users), and 2.9% said they had never smoked tobacco. Less than 1% of never smokers report currently using an e-cigarette (0.3% in 2020 compared to 0.8% in 2019). For more details on adult use of e-cigarettes see [ASH factsheet](#).

**Table 1. Number of adult e-cigarette users in Great Britain**

	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>% of population current users</b>	1.7%	2.7%	4.2%	5.4%	5.7%	5.8%	6.2%	7.1%	6.3%
<b>Percentage point change (YoY)</b>		1.0	1.5	1.2	0.3	0.1	0.4	0.9	-0.8
<b>Number of users (millions)</b>	0.7	1.3	2.1	2.6	2.8	2.9	3.2	3.6	3.2
<b>Rate of growth (YoY)</b>		86%	62%	24%	8%	4%	10%	12.5%	-12

## 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>15</sup>

From 20th May 2016 a regulatory framework for e-cigarettes was introduced in the UK under the EU Tobacco Products Directive (TPD).<sup>16</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>17</sup>

The new product rules under the TPD for electronic cigarettes also introduced product standards and a notification process for manufacturers and importers.<sup>18</sup> Non-compliant stock was allowed on sale for a further year until 20th May 2017.<sup>19</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>20</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

References last checked 25 January 2021.

1. 2020 ASH Smokefree GB Youth Survey. Total sample size was 2,505 respondents. The online survey was undertaken between 11th – 31st March 2020. The figures have been weighted and are representative of all GB children aged 11 to 18.
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9. 2018 ASH Smokefree GB Youth Survey. Total sample size was 2,291 British youths aged 11 – 18. Fieldwork was undertaken between 28th February and 17th 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.
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