

A Weekly FAX from the Center for Substance Abuse Research

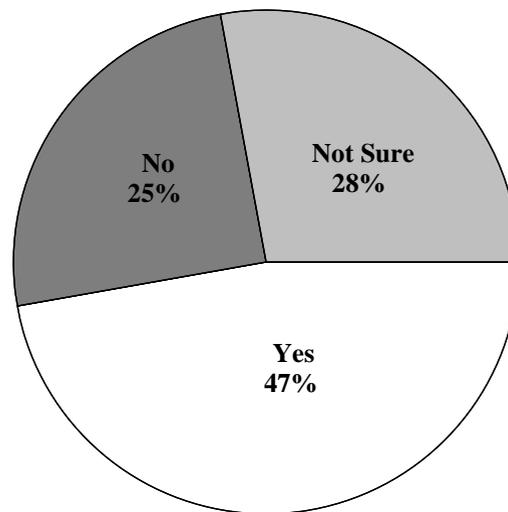
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Nearly Half of U.S. Residents Want E-Cigarettes Available as a Smoking Cessation Device; 28% Undecided

Electronic cigarettes, also known as e-cigarettes, are devices that deliver nicotine without tobacco or combustion. When the user drags on the device, nicotine is heated by an atomizer that is powered by a rechargeable battery, vaporized, and inhaled. Cartridges with different flavors and concentrations of nicotine are available. Proponents argue that e-cigarettes are less harmful than regular cigarettes and should be available as smoking cessation aids, similar to nicotine patch or gum. A recent poll of U.S. adults found that slightly less than one-half of U.S. adults believe that e-cigarettes should be an option available to people trying to quit smoking (47%) while nearly one-third (28%) were undecided (see figure below). Critics say that e-cigarettes have not been proven to be a safe and effective form of nicotine replacement therapy, health claims are unproven, and that their use may lead to an increase in nicotine addiction and tobacco use in young people.

Do You Think Electronic Cigarettes Should Be An Option Available to People Trying to Quit Smoking, Similar to the Patches, Gum, and Lozenges Currently on the Market?

(N=4,611 U.S. Adult Residents, 2009*)



*Results are from an online survey of 4,611 adults conducted between 8/28/09 and 8/31/09 by Zogby International. A sampling of Zogby International's online panel, which is representative of the adult population of the U.S., was invited to participate. Slight weights were added for region, party, age, race, religion, gender, and education to more accurately reflect the population. The margin of error is +/- 1.5 percentage points.

SOURCE: Adapted by CESAR from Zogby International, *Zogby Interactive Survey of Likely Adults – 8/28/09 thru 8/31/09, 2009.*