

What Do You Know About Vaping?

Hull responses report

Background

During 2022 several calls were received by Hull City Council, Public Health and Public Protection requesting information and advice on the use of vapes by children and young people and to report underage sales of vaping products. SmokeFree Hull, our local Stop Smoking Service also received calls requesting support to quit vaping. At the same time there were several articles in the press raising concerns that vapes are a gateway into smoking. The evidence base around attitudes towards vaping amongst young people is slim, despite Action on Smoking and Health recently conducting a survey <https://ash.org.uk/resources/view/use-of-e-cigarettes-among-young-people-in-great-britain> of young people across Great Britain. To understand these attitudes better and inform our system response a local survey was conducted.

Summary of key findings

1. 3,626 students aged 11 to 17 years in Hull took part in the survey, with a gender breakdown of 50.8% girls and 45.4% boys
2. Awareness of vaping was high with a standardised rate of 92.4%
3. The rate of those who had tried vaping was much lower at 24.5% (26.2% girls & 22.8% boys)
4. Just over 20% of young people who had never smoked had tried an e-cigarette
5. Vaping was high in smokers 69% and former smokers just over 57% with just over 79% having never smoked or vaped
6. Most young people who vaped had tried smoking before they tried vaping
7. Frequency of vaping increased with age: 54.2% of those aged 11 to 13 years vaped three days or less a month compared to 16 to 17 years 53.2% vaped every day
8. Around 38% of 11 - 13 year olds did not know the rules about vaping in their school
9. Young people's decision to smoke or vape increased if an adult in the home smoked or vaped
10. The main source of advertising is shops, TikTok and Instagram
11. The most popular reasons for vaping were: *'I like the different flavours'* and *'I like the taste'* followed by *'vapes are easier to get than cigarettes'* and *'vapes are cheaper than smoking'*
12. Disposable vapes are the most used vape among children and young people
13. Ease of purchase increased with age with around 50% of 16 - 17 year olds able to buy an e-cigarette
14. Around 25% of those who said they vaped regularly also said they missed lunch or going out so they could afford an e-cigarette
15. Between 30% and 40% of 16 to 17 years olds said their parents knew they vaped but didn't mind
16. Overall, 74.7% said they don't vape and never will

Number of survey responders and data considerations

A total of 5,319 questionnaires were completed online between 14 November and 15 December 2022. Out of these, 174 were outside the age range of 11-17 years, 23 did not attend school or college in East Riding of Yorkshire or Hull or live in these local authorities and 48 were spoilt questionnaires which were all excluded. This left 5,074 questionnaires for inclusion in the analysis of which 3,626 were for Hull and have been used for the basis of this report.

There were some discrepancies in the data in terms of conflicting responses affecting around 300 questionnaires on the original survey, but these were retained in the analysis as many appeared to result from young people who only occasionally used vapes and it would have biased the analyses to exclude them. Furthermore, not all questions were answered so there are some missing responses. This means that the numbers may not add up when comparing responses to individual questions.

As many of the responses to the questions differ by age and gender it is necessary to present most of the results separately by age and gender to obtain a comparison between these based on the percentage of survey responders in these groups. Where overall rates are given, directly standardised rates were used to account for the differences in the age distribution which is skewed toward the 12 to 13 years age groups, otherwise this would influence the prevalence of vaping and smoking to show a lower rate than is reflective of the general population of 11 to 17 years age groups.

Survey responders by age and gender

The following charts give the percentage of the 3,626 Hull survey responders by gender, and by age and gender.

Figure 1: Percentage of survey responders by gender

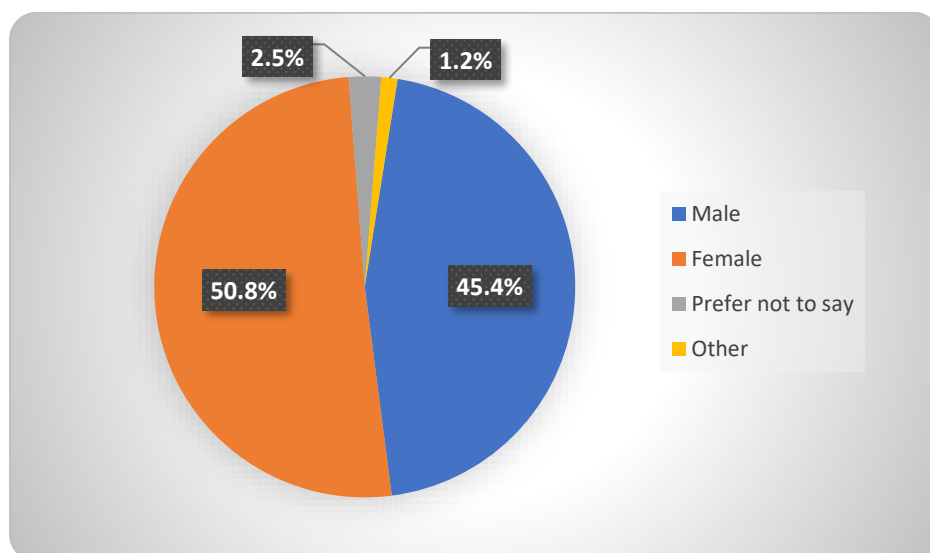
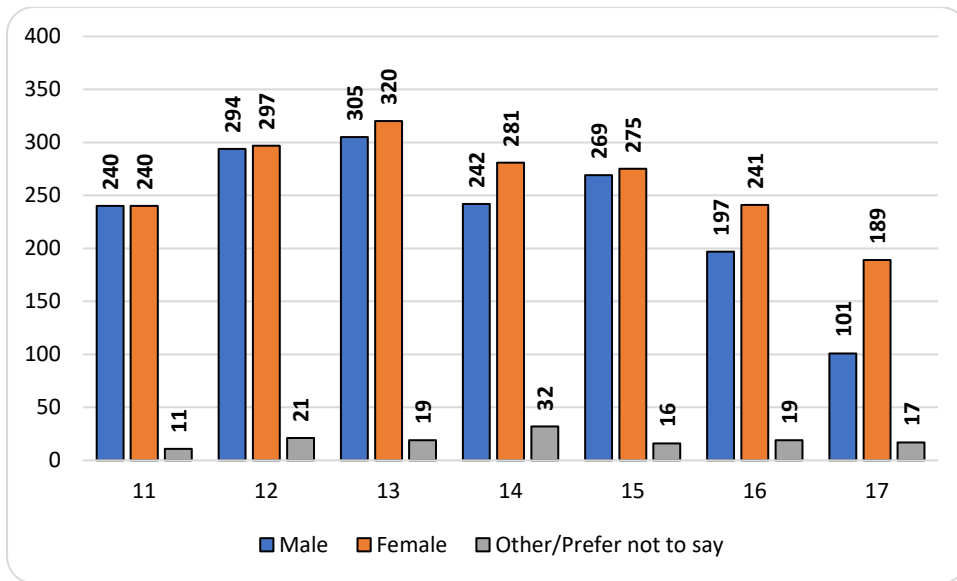


Figure 2: Number of survey responders by age and gender

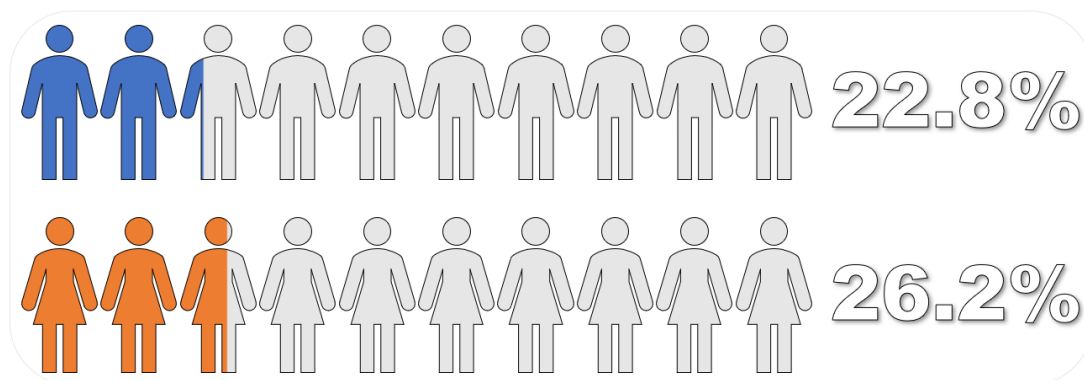


Vaping awareness, usage, and knowledge

Awareness of vaping was high, when asked if they knew what a vape/e-cigarette was there was a standardised rate of 94.4% who considered themselves aware. This was slightly higher in girls (95.3%) than it was in boys (93.5%). The rate of those who were unsure what a vape/e-cigarette is was 2.8%, and there were also 2.8% with no awareness of what a vape/e-cigarette was. Of the survey responders with no awareness almost three quarters (74.3%) were aged 11 to 14 years old.

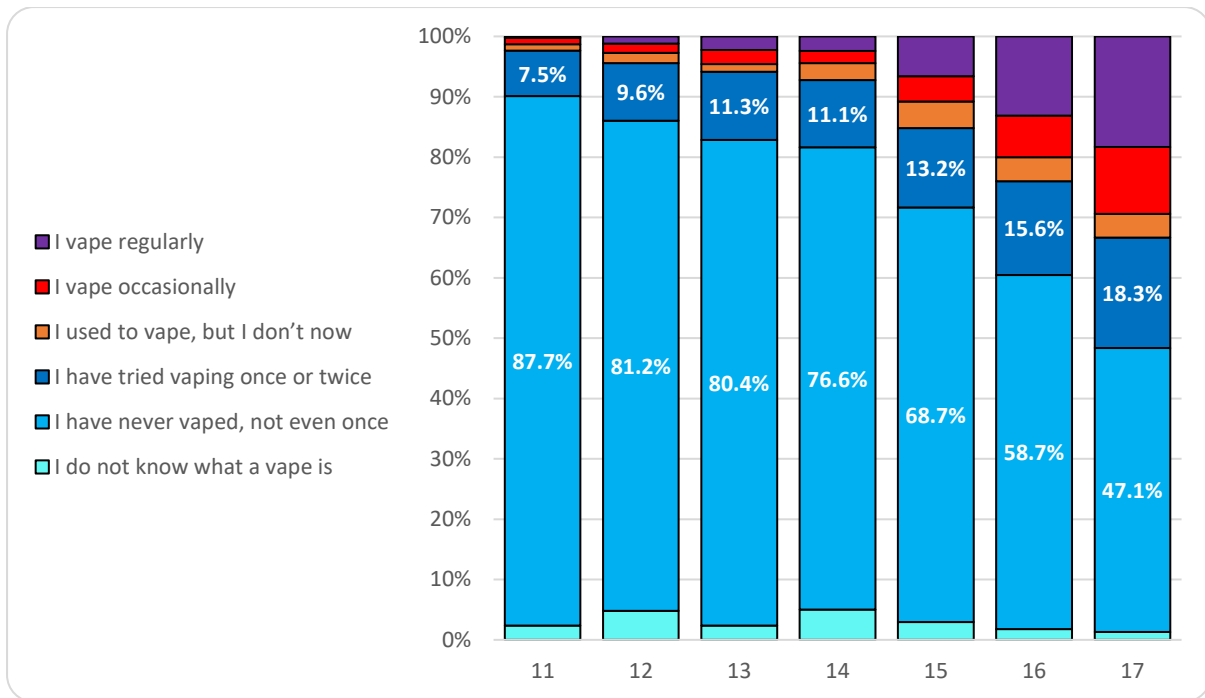
Although awareness of vaping was high, the rate of those who had tried vaping was a lot lower at 24.5%. This was higher for girls (26.2%) than boys (22.8%). The largest response to how often they vape was 'tried vaping once or twice' at 12.4%. Former vapers had a rate of 2.7%. There were more who vaped regularly (5.8%) than vaped occasionally (3.6%).

Figure 3: Directly standardised rate of those who have tried vaping



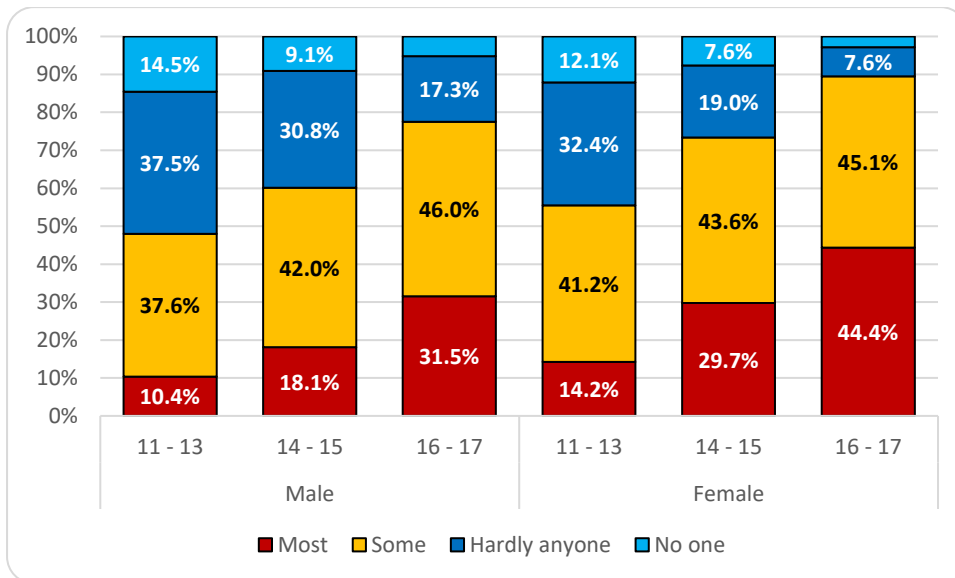
The percentage of those who had never vaped or were unaware of vapes was 90.1% of those aged 11 years old but this decreased to less than half of 17 year olds (48.4%). Experimental use of vapes was largely in the younger ages, where over half (52.9%) of those ages 11 to 14 years old had only tried vaping once or twice, as opposed to 76.1% of those who vaped either occasionally or regularly who were between the ages of 15 and 17 years old.

Figure 4: Change in percentage of vaping status by age



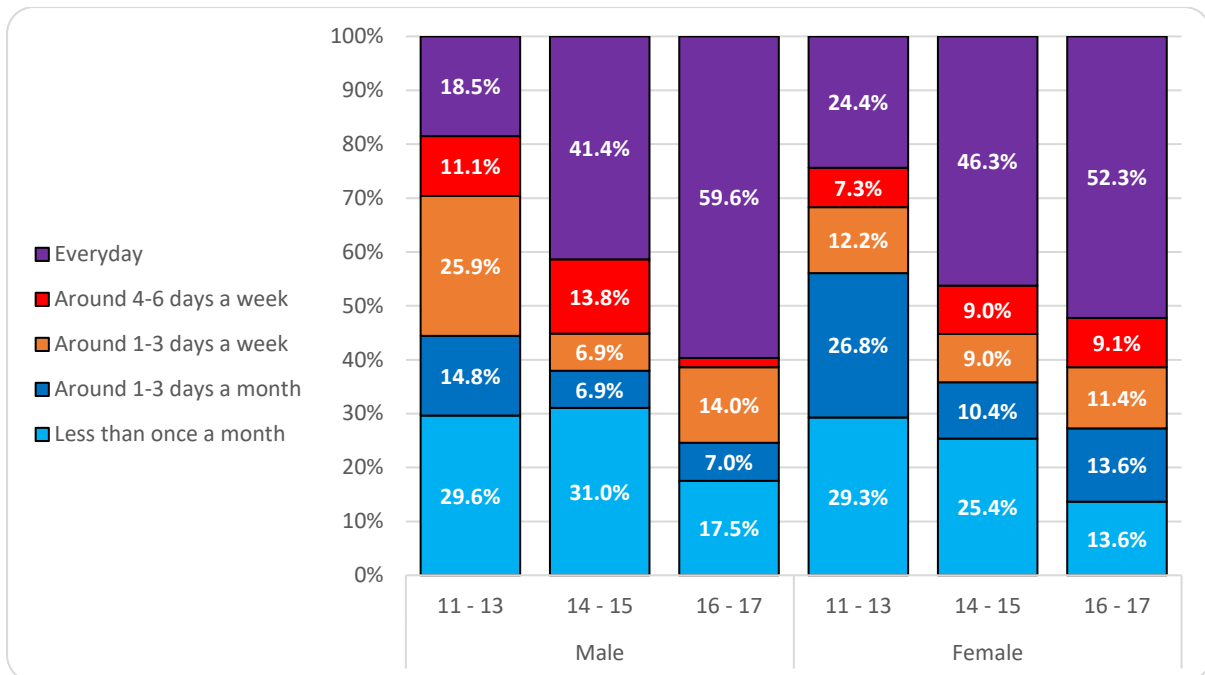
When asked how many people the survey responders knew who vaped, just over half of those aged 11 to 13 years old (51.9%) either knew some or most people who vaped. By aged 16 to 17 years old this had increased to 84.5%, with only 11.8% knowing hardly anyone and 3.6% knowing no one. Overall girls were less like to know either hardly anyone or no one who vaped (31.1%) than boys (42.7%).

Figure 5: Change in percentage of how many people they know who vape by gender and age group



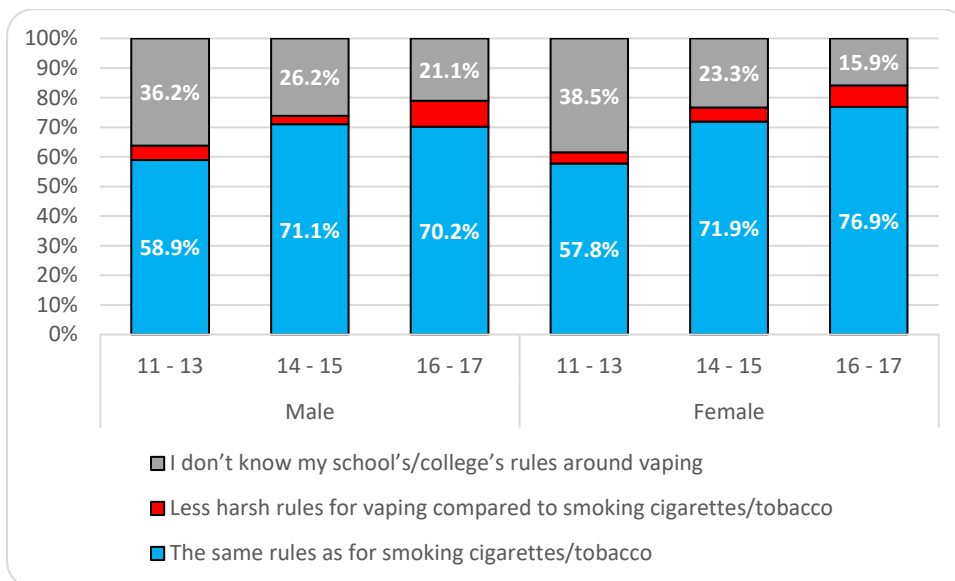
Of those who responded that they currently vape, there was an increase in the frequency of vaping as age increased, with 54.2% of those aged 11 to 13 years vaping three days a month or less, but by age 16 to 17 years over half (53.2%) of those currently vaping stated that they vape every day.

Figure 6: Change in percentage of the frequency of those vaping by gender and age group



When asked about the rules their school or college had in place around vaping a similar percentage of girls aged 11 to 13 years did not know their school or college’s rules (38.5%) as boys in the same age group (36.2%), however by ages 16 to 17 years old this had dropped to 15.9% of girls, but in boys of the same age group 21.1% stated still didn’t know the rules. The percentage of those who thought the rules were the same as smoking cigarettes/tobacco were 57.8% of girls aged 11 to 13 years, this increased to 76.9% of girls aged 16 to 17 years old. There was a similar percentage of boys aged 11 to 13 years old (58.9%) however, the increase by ages 16 to 17 years to 70.2% was less than the increase for girls in the same age group.

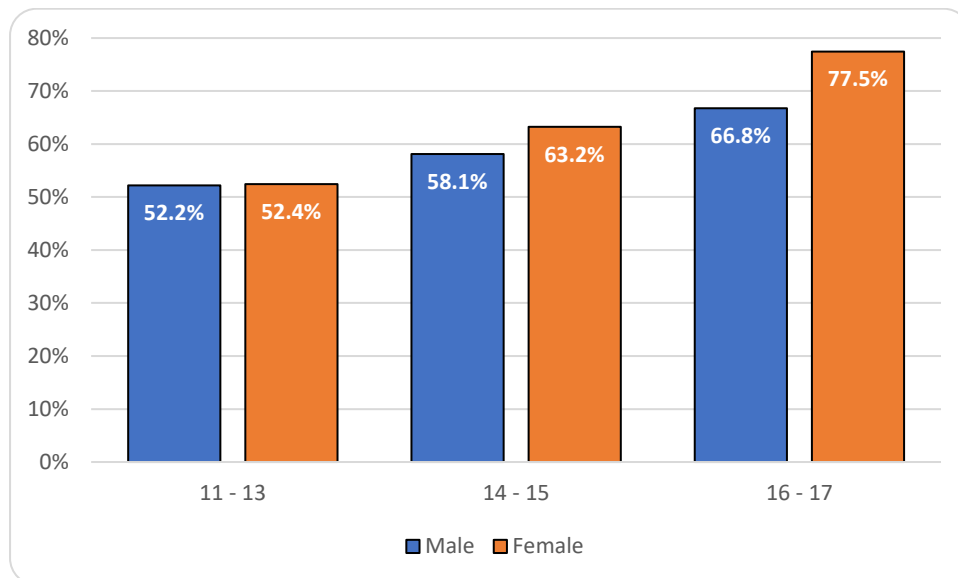
Figure 7: Change in percentage about knowledge of their school or college’s rules around vaping by gender and age group



84.8% of those aged 11 to 13 years said they had seen an increase in vaping (either a small or large increase) in the last year. In the age group 14 to 15 years this increased to 89.5% and in the age group 16 to 17 years 93.8% had seen an increase. Most of the survey responders said they had seen

a large increase, as opposed to a small increase, in the last year with more girls having noticed a large increase from the age of 14 years old.

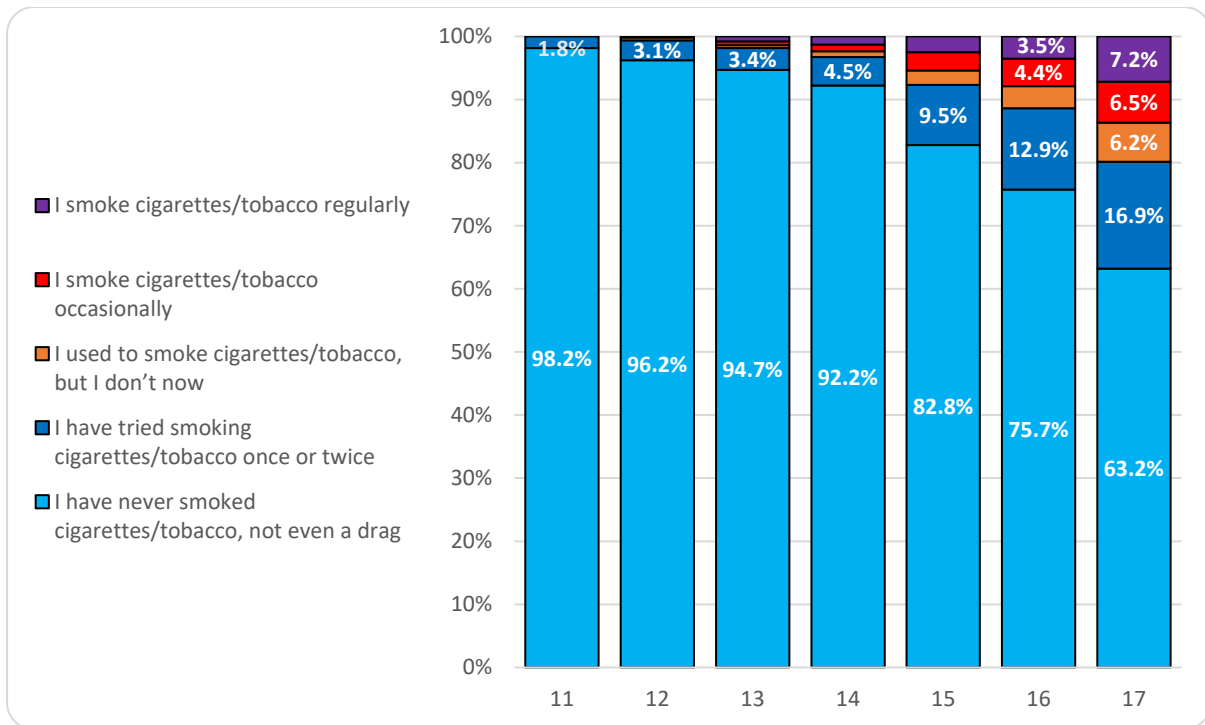
Figure 8: Percentage change of those who have seen a large increase in vaping in the past year by age group and gender



Smoking tobacco

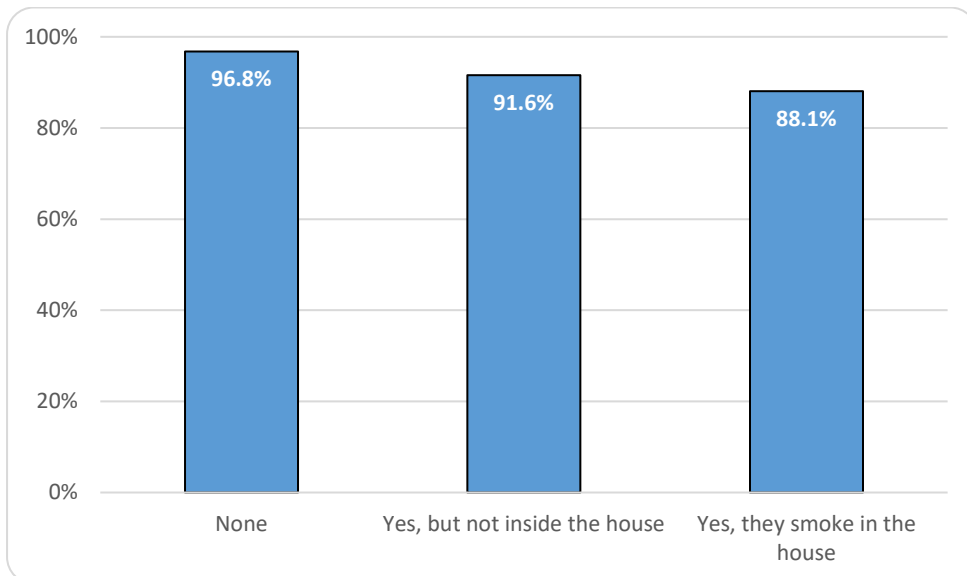
Tobacco smoking remains low overall, with a directly standardised rate of 3.9% for 11 to 17 year olds who say they smoke either occasionally or regularly. This was higher for girls (4.8%) than boys (3.1%). 82% of the responses were aged 15 to 17 years. The rate of those who consider themselves former smokers was 1.8%. This meant there was rate for those who have never tried smoking or who have only smoked once or twice of 94.3% (95.4% for boys and 93.0% for girls). The percentage who have never smoked dropped from 98.2% of 11 year olds to 63.2% of 17 year olds. This drop was larger for girls, where it dropped from 97.9% to 58.7%.

Figure 9: Change in percentage of smoking status by age



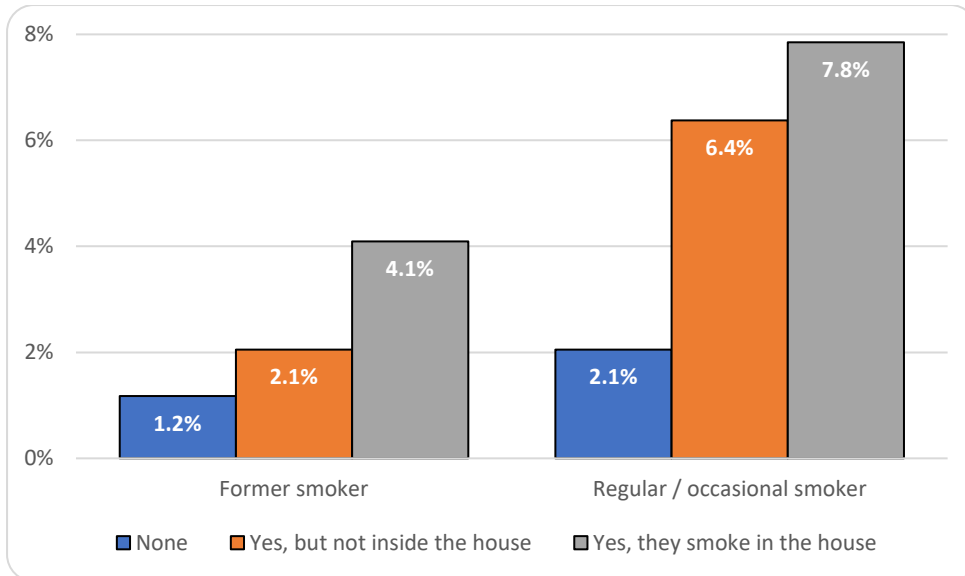
Survey responders were asked to indicate whether there was a smoker present in the household, and if so whether they smoked outside or inside the house. The percentage for those who had never smoked or smoked once or twice and did not have a smoker within the household was 96.8%, however this dropped to 88.1% when they lived with someone who smokes inside the house.

Figure 10: Percentage who have never smoked / smoked once or twice by if a smoker present in household



There were also rises in the percentage of former smokers, and those who smoke either occasionally or regularly, when there was a smoker present in the household, with the percentages more than tripling when living with someone who smokes inside the house compared to when there was no smoker present in the household.

Figure 11: Percentage who are smokers by if a smoker is present in their household

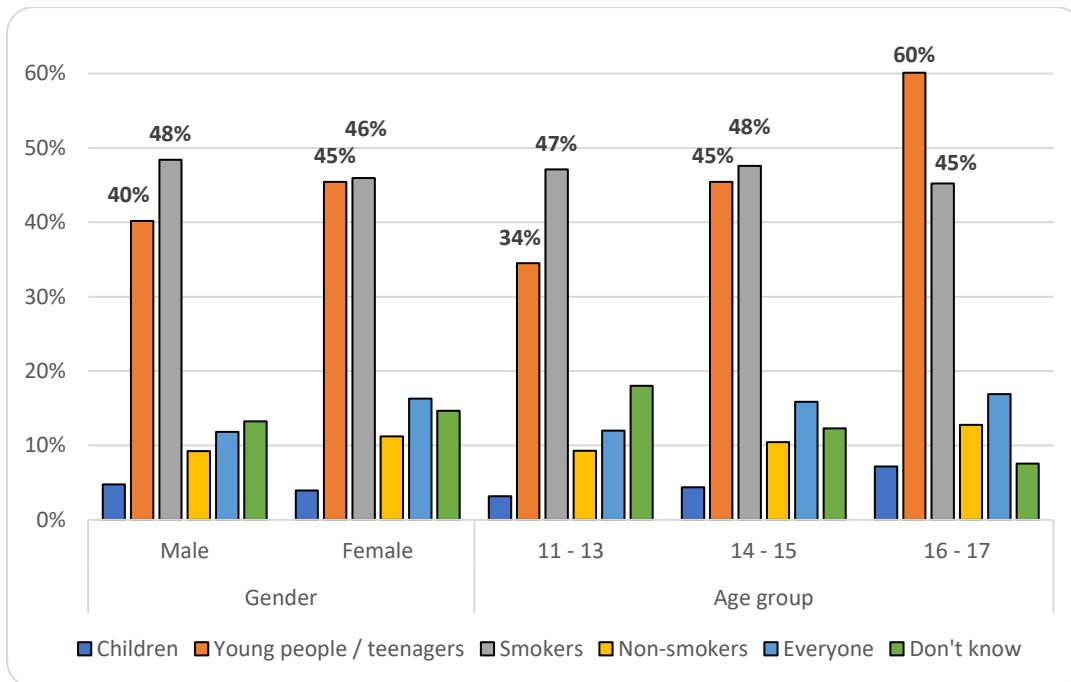


Vaping promotion and advertising

When asked who they thought disposable vapes are promoted towards the largest responses were 'People who smoke cigarettes/tobacco' and 'Young people / teenagers', with 'Children' consistently being the lowest answer that they thought disposable vapes were promoted towards.

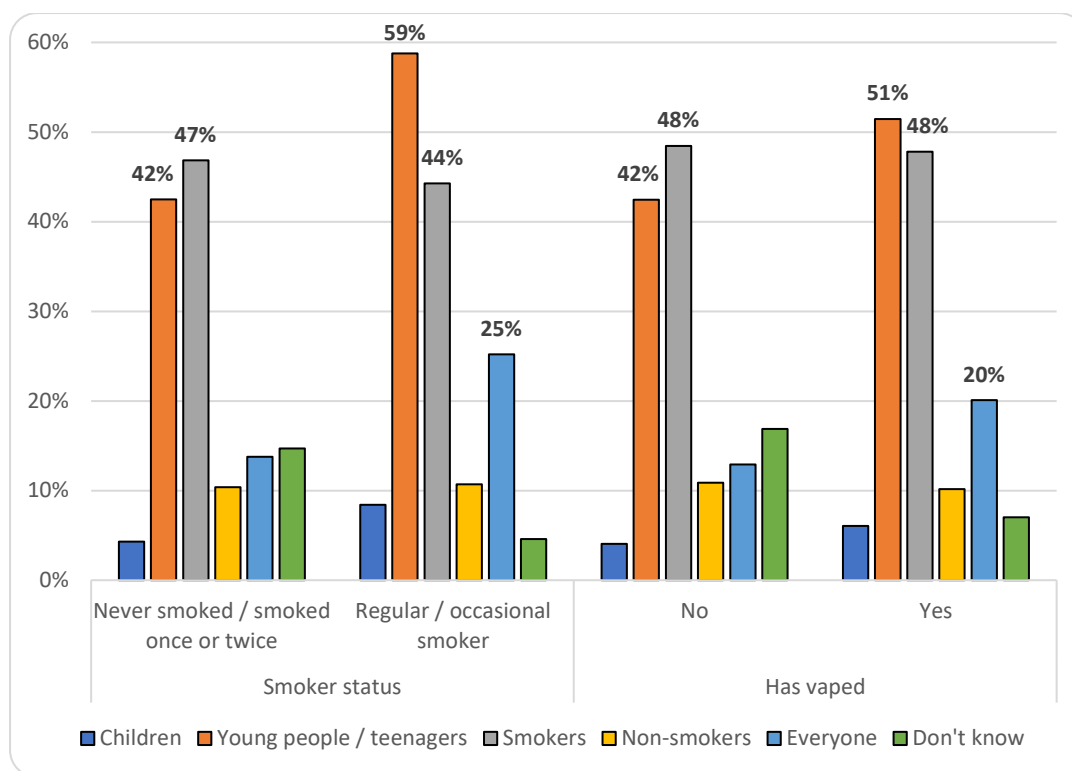
A similar percentage of girls thought they were promoted to young people/teenagers (45.4%) as they did smokers (45.9%), whereas more boys thought they were promoted towards smokers (48.4%) than young people/teenagers (40.2%). Those in the age range 11 to 13 years were more inclined to think they were promoted towards smokers (47.1%) than they were young people/teenagers (34.5%) however by the age of 16 to 17 years this opinion had swapped with 60.1% believing them to be promoted towards young people/teenagers as opposed to 45.2% believing them to be promoted towards smokers.

Figure 12: Opinion of who disposable vapes are promoted towards by gender and by age group



These majority opinions were also shared when comparing smoking status, and whether people had vaped at least once, however those who had never smoked/smoked once or twice were more likely to think they were promoted towards smokers (46.9%) than young people/teenagers (42.5%), as were those who had never vaped (48.5% and 42.5% respectively). Those who were either occasional or regular smokers had their opinion the opposite way round with 58.8% believing them to be promoted towards young people/teenagers than they were smokers (44.3%). It was the same with those who had vaped at least once, although the difference was not as great, (51.5% towards young people and 47.8% towards smokers). Those who smoked or vaped also showed a notable larger proportion of people who believed they were promoted towards 'Everyone' (25.2% of regular or occasional smokers and 20.1% of those who had vaped at least once).

Figure 13: Opinion of who disposable vapes are promoted towards by smoker status and by whether they have vaped

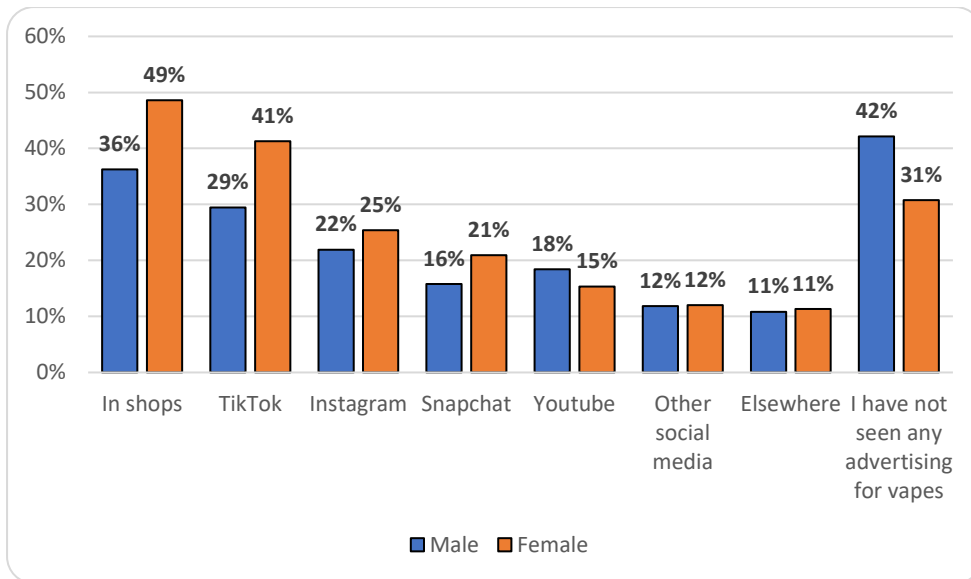


When asked where they had seen advertising that encouraged vaping 35.7% had not seen any advertising for vapes. This was higher for the boys (42.1%) than girls (30.8%), with the highest group being boys aged 16 to 17 years old (45.2%). In those who had never tried vaping 39.8% had not seen any advertising for vapes.

Of those who had seen advertising the main source was 'In shops', with 43% having seen advertising there. However, there was a difference between girls (48.6%) and boys (36.2%). Over half of those who had tried vaping (52.7%) reported seeing advertising in shops. The second most popular source of seeing advertising was 'TikTok' where over a third (35.5%) reported seeing advertising here. Again, there was a difference between girls (41.3%) and boys (29.5%). Over half of those who had tried vaping (50.1%) reported seeing advertising here.

The third most popular source was 'Instagram' at 23.7%. These top three sources of advertising were common when broken down by groups based on age and gender, smoking status and whether they had tried vaping, except for in the group for boys aged 11 to 13 years old where the third most popular source of advertising was given as 'YouTube' (20.9%).

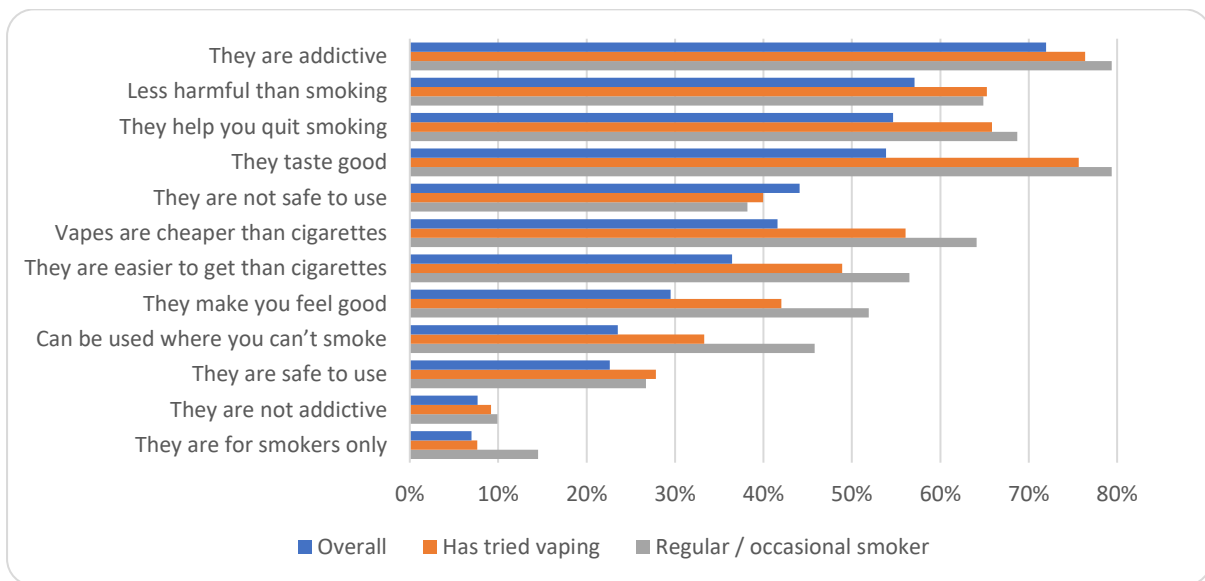
Figure 14: Percentage of the sources where advertising for vapes was seen by gender



Opinions around vaping

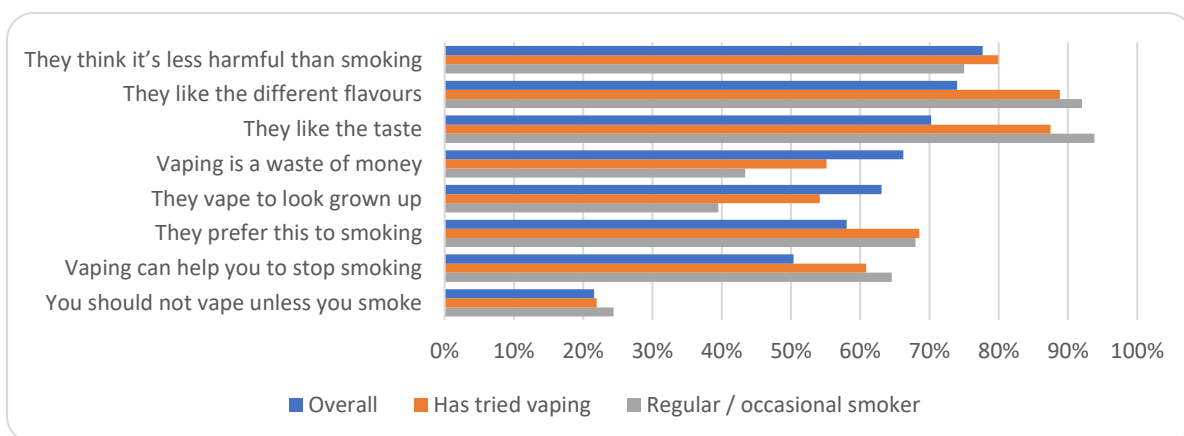
Everyone who had indicated an awareness of what a vape/e-cigarette is, was also asked to select what they had heard about vaping. The most selected answer was *'They are addictive'* with 72% of the responders having heard this. This percentage was larger in those who smoke either occasionally or regularly (79.4%) and those who had tried vaping (76.4%). Those who smoke either occasionally or regularly also cited *'They taste good'* as being the most common statement they had heard (79.4%) which was only the fourth most common statement that had been heard in the overall responses. The second most selected answer overall was they are *'Less harmful than smoking cigarettes/tobacco'* with over half of the survey responders (57.1%) having heard this. This was the second most common thing heard across various categories except for girls aged between 16 and 17 years where the second most heard was *'They taste good'* (68.8%) and those who had tried vaping at least once (75.7%). The least common statement heard was *'They are for cigarette/tobacco smokers only'* with only 7% of all survey responders having heard this.

Figure 15: Overall percentage response of what has been heard about vaping compared to those who have tried vaping, and regular / occasional smokers



Those aware of vaping were also asked a series of statements about how much they agreed or disagreed with them in relation to young people who vape. Of the statements where the survey responders either agreed or strongly agreed the most popular statement was *'They think it's less harmful than cigarettes/tobacco'* with 77.7% agreeing. In the age group of 16 to 17 year olds 81.8% would agree with this compared to 75.5% of 11 to 13 year olds. The next most agreed with statements in relation to young people who vape were *'They like the different flavours'* (74%) and *'They like the taste'* (70.2%). Overall, almost two thirds of survey responders also agreed that for young people *'Vaping is a waste of money'* (66.2%) although less who had tried vaping agreed with this (55.1%) and less than half of those who were either occasional or regular smokers agreed with this (43.4%). The most disagreed with statement in relation to young people who vape was *'You should not vape unless you smoke cigarettes/tobacco'* with 40.8% of the survey responders either disagreeing or strongly disagreeing with this. This was a bit higher for those who had tried vaping 45.8% and those who were either occasional or regular smokers (48%).

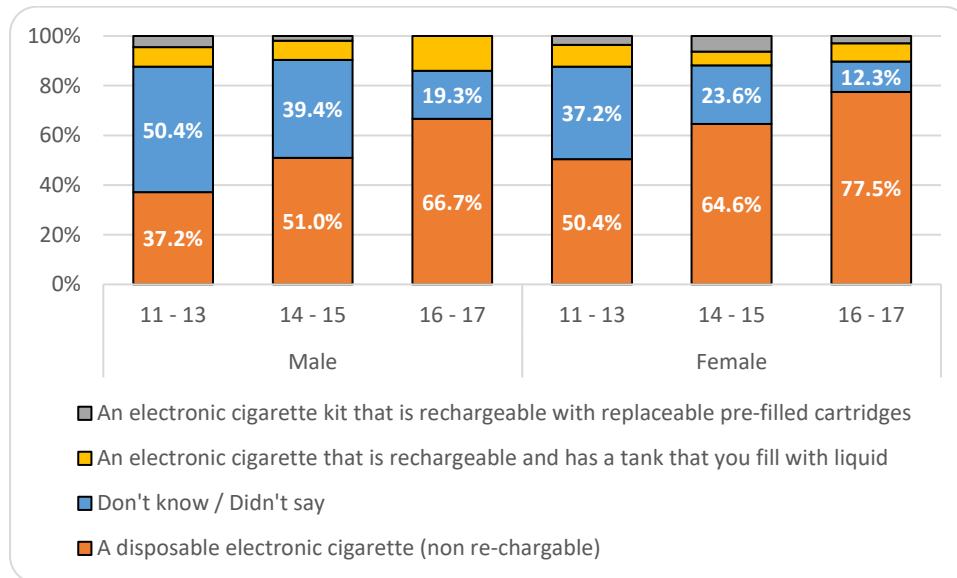
Figure 16: Overall percentage of those who agree or strongly agree to statements in relation to young people who vape compared to those who have tried vaping, and regular / occasional smokers



Types of products used and purchasing vapes

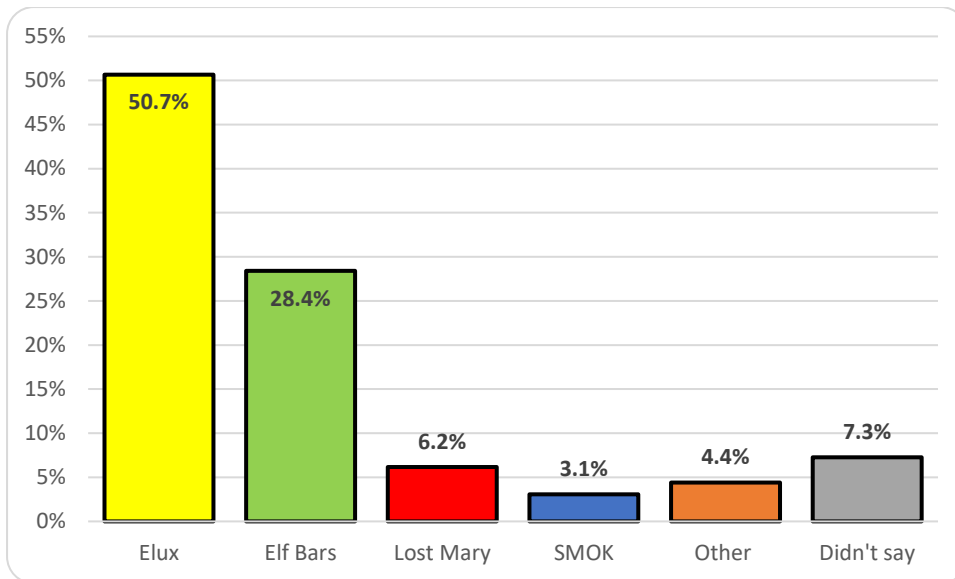
When asked what type of the e-cigarette the survey responders use most (or did use if they no longer used e-cigarettes) a considerable proportion of the younger ages didn't know (or didn't say) which could suggest that as vaping in younger ages still appears to be largely 'giving it a try' they were unaware of the types. By the older age ranges those who didn't know/didn't say had reduced greatly, with disposable e-cigarettes (non-rechargeable) being the most prevalent type accounting for 72.3% in the age range 16 to 17 years (66.7% of boys and 77.5% of girls) as the main type of e-cigarette they used.

Figure 17: Percentage change in the main type of e-cigarette used by gender and age group



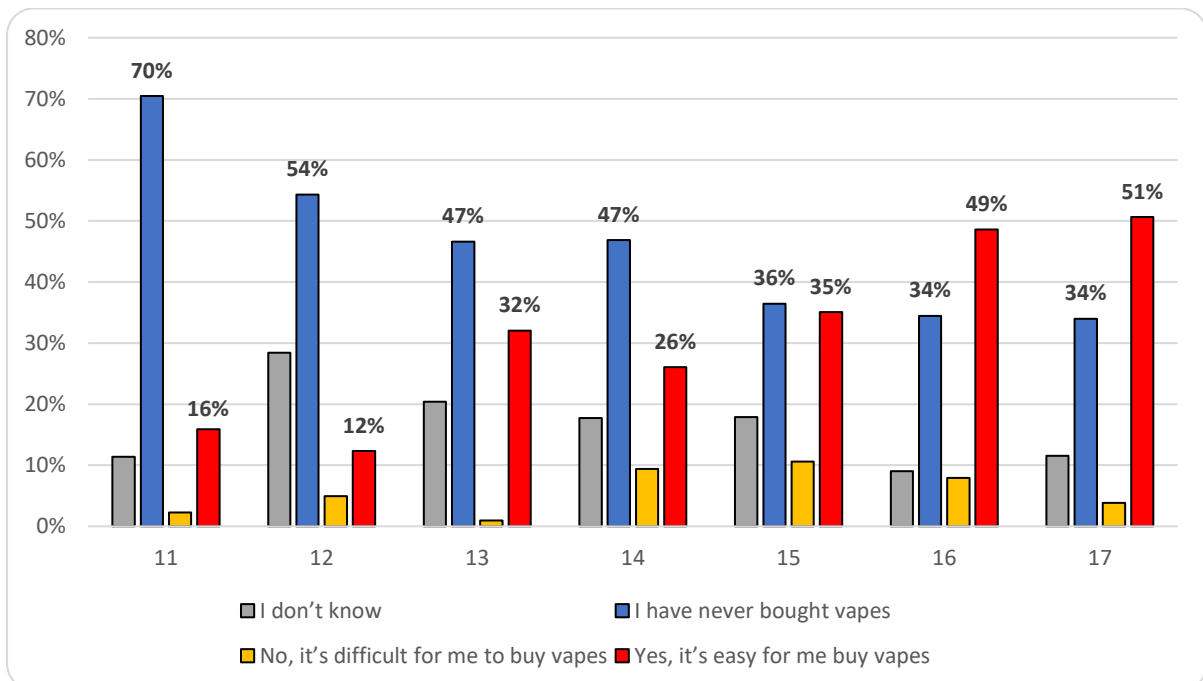
When asked what brand of e-cigarette they usually use the most popular choice overall was Elux, accounting for over half of the responses (50.7%). This was particularly popular in the age range 14 to 15 years (63.6%) compared to 11 to 13 years (40.8%) and 16 to 17 years (47.7%). The second most popular overall was Elf Bar with 28.4% of the responses. Lost Mary was the third most popular (6.2%). All three of these accounted for 85.2% of the overall responses and all three are the disposable electronic cigarette (non-rechargeable) type suggesting that currently this is the most popular type of e-cigarette among the survey responders. In fact, the most popular type of non-disposable e-cigarette was SMOK, an e-cigarette that is rechargeable, with 3.1% of the overall responses, however 85.7% of these responses were in the older age range 16 to 17 years.

Figure 18: Overall percentage response of the brand of e-cigarette used most often



E-cigarettes are subject to the same laws as tobacco for those under 18. On 1st October 2015 it became illegal for retailers to sell e-cigarettes or e-liquids to someone under 18 and for adults to buy (or try to buy) tobacco products or e-cigarettes for someone under 18¹. However, there were still more than 12% of responses in each age group who indicated that it is easy for them to buy e-cigarettes. By the age of 16 years almost half indicated they found it easy to buy e-cigarettes.

Figure 19: Percentage response of the ease of buying e-cigarettes by age (labelled for 'I have never bought vapes' and 'Yes, it's easy for me to buy vapes')



¹ DHSC. Rules about tobacco, e-cigarettes and smoking: 1 October 2015 (Published 9 July 2015) <https://www.gov.uk/government/publications/new-rules-about-tobacco-e-cigarettes-and-smoking-1-october-2015/new-rules-about-tobacco-e-cigarettes-and-smoking-1-october-2015>

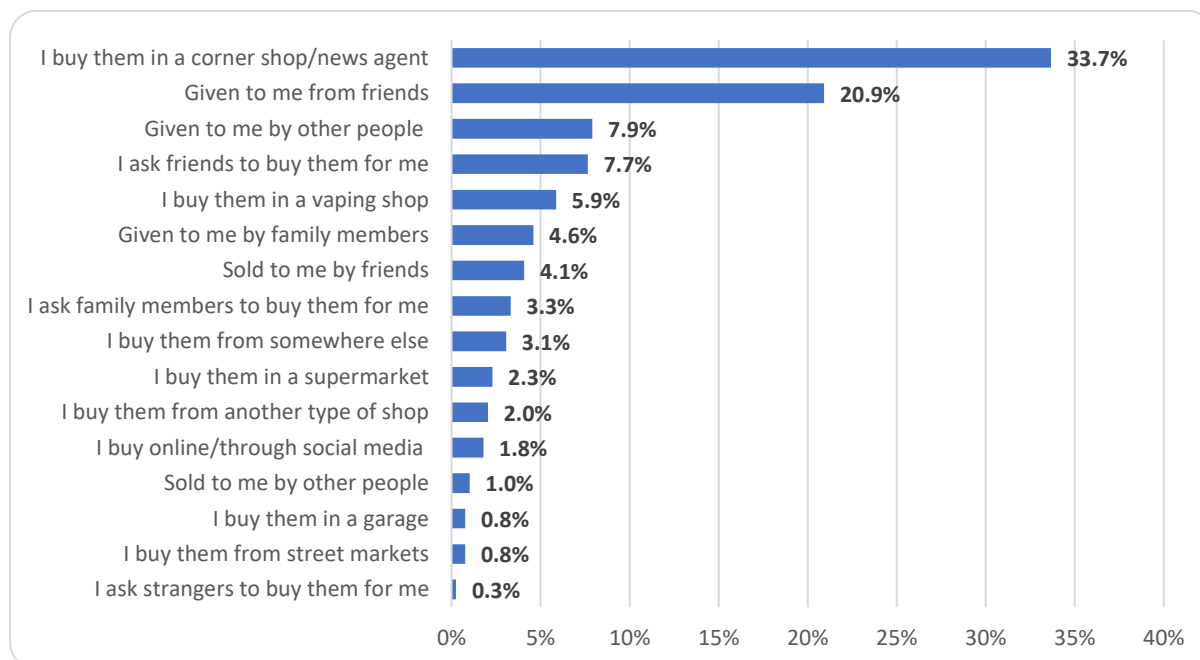
When asked how much they currently spend on vaping in a week the most common response across all age groups was 'Nothing', with 88% of 11 to 12 year olds spending nothing on vaping. Spending weekly on vaping increased with age, however by ages 16 to 17 years 51% of those who vape are still spending. Overall, 43.6% of girls indicated they did spend on vaping weekly which was more than boys who did at 28.5%.

Table 1: Percentage of amounts currently spent on vaping each week by age

Weekly spending on vapes	Age						
	11	12	13	14	15	16	17
Nothing	88%	88%	76%	75%	60%	52%	49%
Between £1 and £5 per week	4%	3%	9%	4%	11%	17%	14%
Between £6 and £10 per week	4%	3%	5%	4%	14%	17%	15%
Between £11 and £15 per week	4%	0%	6%	12%	8%	7%	17%
More than £15 per week	0%	5%	5%	4%	7%	6%	5%

When asked where or how they usually got their vapes, for those who had not indicated they no longer vaped, the most popular answer overall was 'I buy them in a corner shop/news agent' with one third of the responses (33.7%). However, there were differences between ages with 28.7% of 11 to 15 years olds compared to 38.2% of 16 to 17 year olds. The second most popular source overall was 'Given to me from friends' with 20.9% of responses. Girls were more likely to be given vapes by either family members, friends, or other people (34.8%) than boys (28.6%) and were twice as likely to ask either family members or friends to buy for them (13.2%) than boys (6.7%).

Figure 20: Percentage of overall responses for where or how they usually get vapes

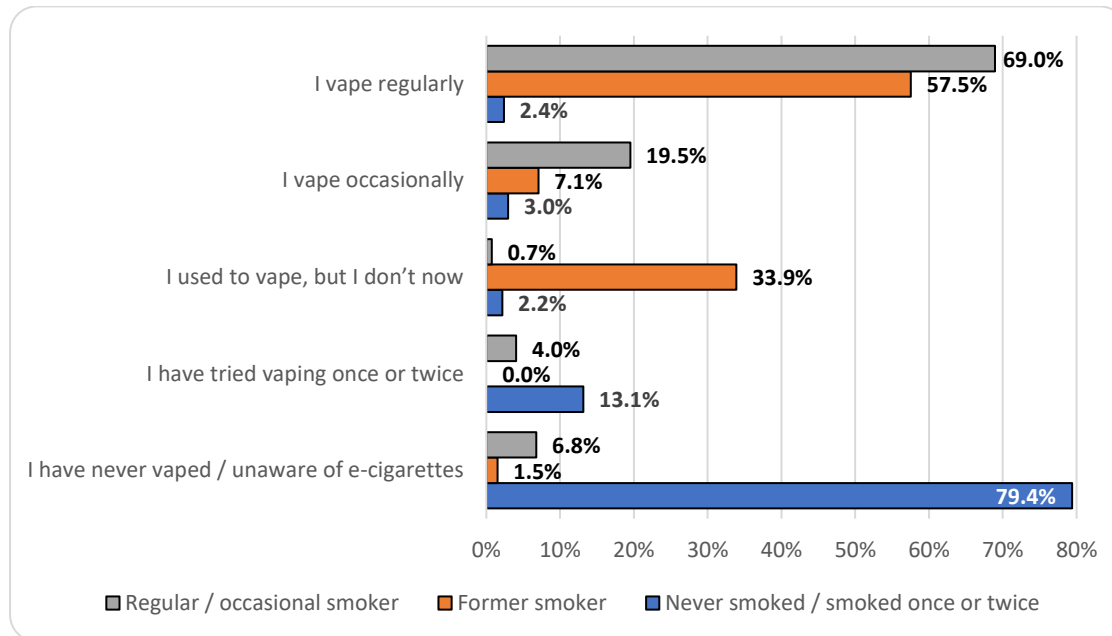


Vaping frequency compared to smoking and compared to vapers or smokers within households

For those who had never smoked or only smoked once or twice the directly standardised rate of having never tried vaping either was 79.4% (with a rate of 3.0% unaware of what e-cigarettes were). For those who had never smoked the rate of those who had tried vaping was 20.6%, with two thirds

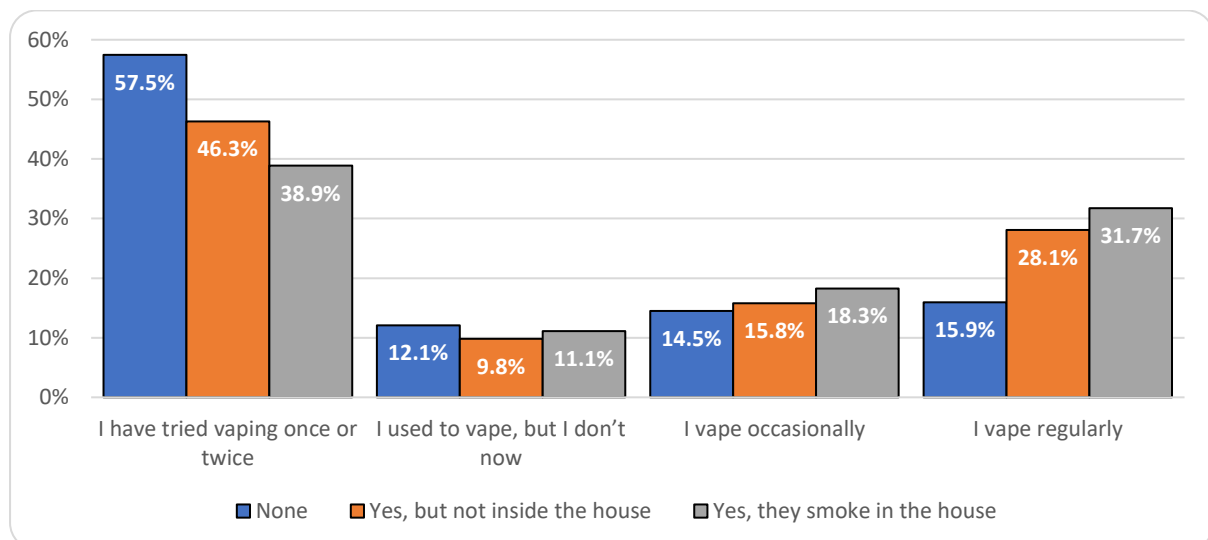
of those having only tried vaping once or twice (13.1%). Current smokers were more likely to vape occasionally or regularly with 19.5% of current smokers stating they vaped occasionally and a further 69.0% of current smokers stating they vaped regularly

Figure 21: Directly standardised rates of vaping status by smoking status



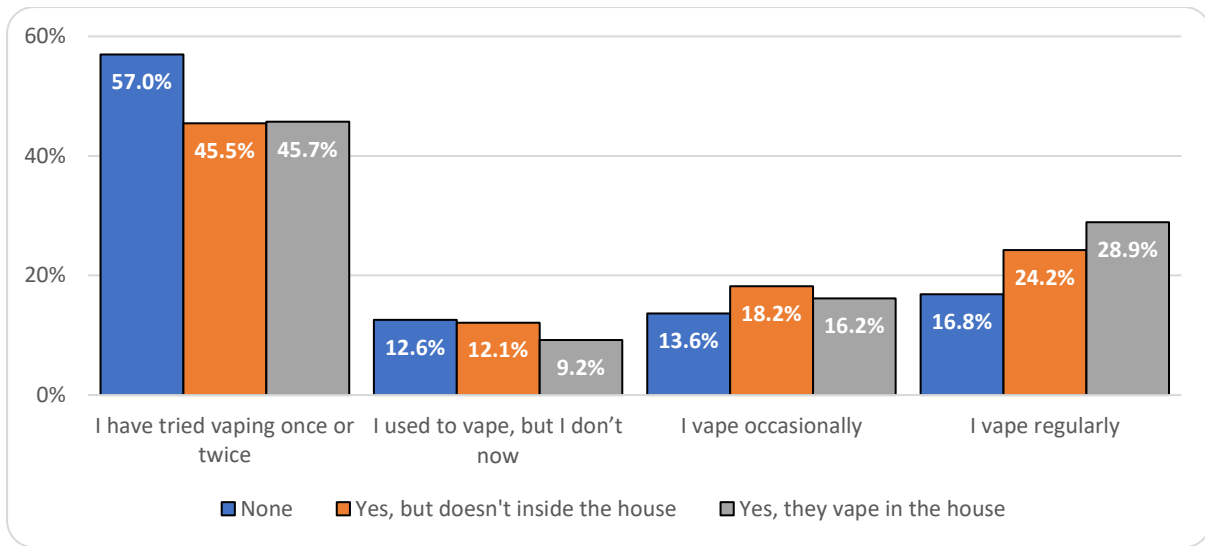
There was a similar percentage who indicated there was no one within the household who vaped (63.0%) and no one who smoked within the household (66.2%), however of those who did live with vapers they were more likely to vape inside the house (22.7%) than outside the house (14.3%). This was the opposite to those who lived with a smoker where 25.6% would smoke outside the house compared to 8.1% who smoked inside the house.

Figure 22: Percentage of vaper status by if a smoker present in household



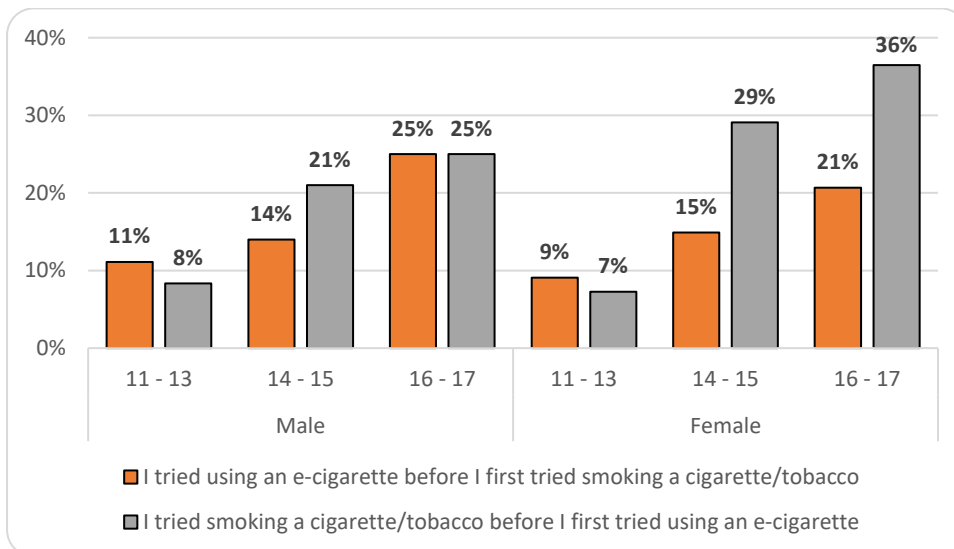
There was a similar affect seen when a vaper was present within the household, although the chances of having only vaped once or twice were similar whether there was vaping inside or outside of the house.

Figure 23: Percentage of vaper status by if a vaper is present in household



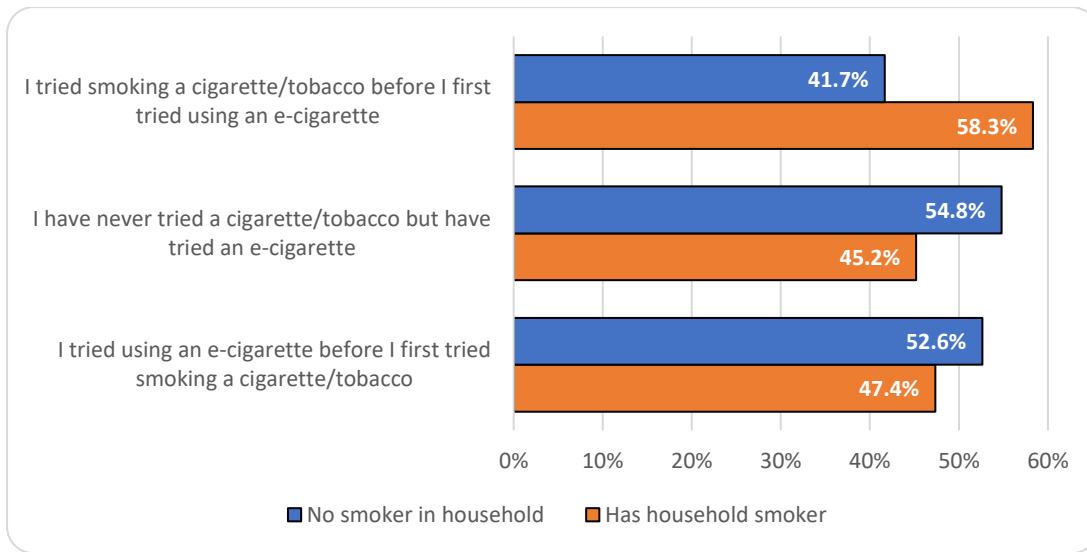
When asked the order in which they first vaped with regards to if they had never smoked before vaping, tried an e-cigarette first and then tried smoking, tried smoking first before trying an e-cigarette or if they didn't know which order, there was an increase with age in those who said they had tried smoking at some point, with a bigger increase in those who tried smoking first before trying an e-cigarette, especially in girls after the age of 14.

Figure 24: Percentage of the order they first vaped (for those who indicated that they had also smoked) by gender and age group



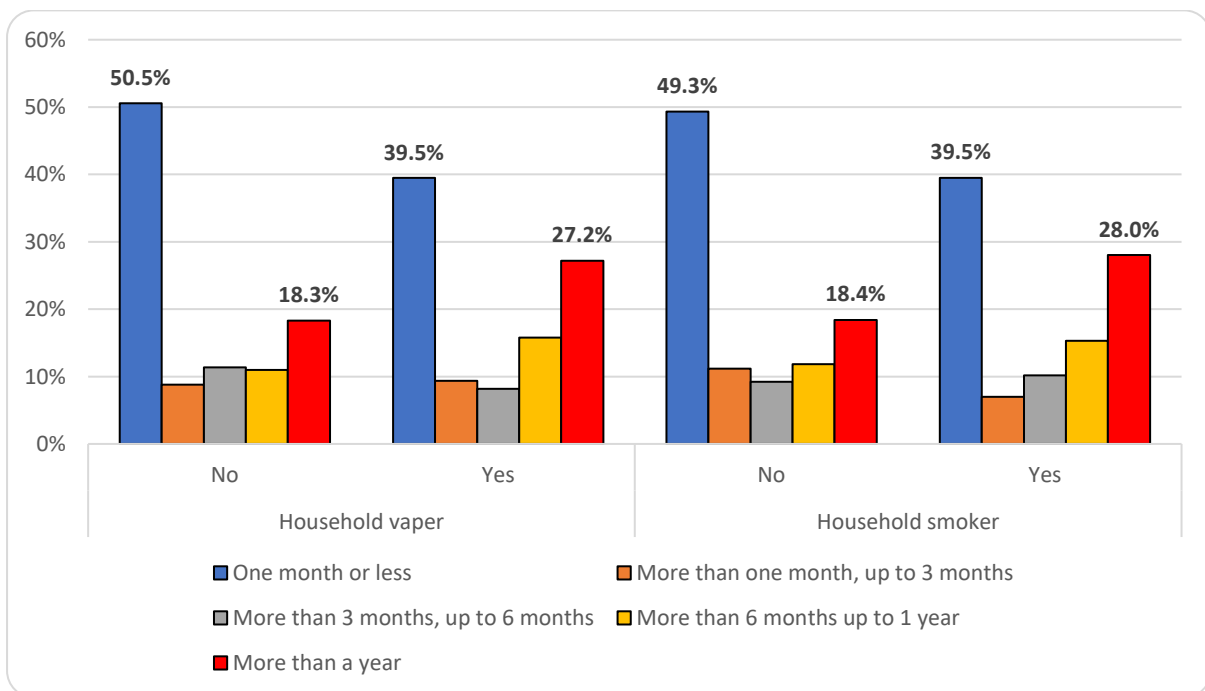
Those who said they tried smoking first before trying an e-cigarette were more likely to come from a household with a smoker present (58.3%), and those who had tried an e-cigarette but never tried smoking were more likely to come from a household with no smoker present (54.8%). However, those who tried an e-cigarette first and then tried smoking were more likely to come from a household with no smoker present (52.6%) showing that there are many other factors influencing take up of smoking.

Figure 25: Order first trying vaping with regards to smoking by if a smoker is present in the household



There was also a decrease in the responses of those who had been vaping less than a year when there was either a vaper or a smoker in the household, as well an increase in those who had been vaping for more than a year (and other lengths of time). Again, there are many factors influencing this so it wouldn't be correct to cite this as the main cause. Factors like age heavily impacted the length of time people said they had been vaping.

Figure 26: Percentage change on the length of time spent vaping by when a vaper or smoker was present in the household (labelled for 'One month or less' and 'More than a year')



Reasons for those currently vaping

Those who currently vape were asked how much they agreed or disagreed with a series of statements around the reasons they vape. Looking at the percentages of those who agreed or strongly agreed with a statement the two most popular answers were 'I like the different flavours'

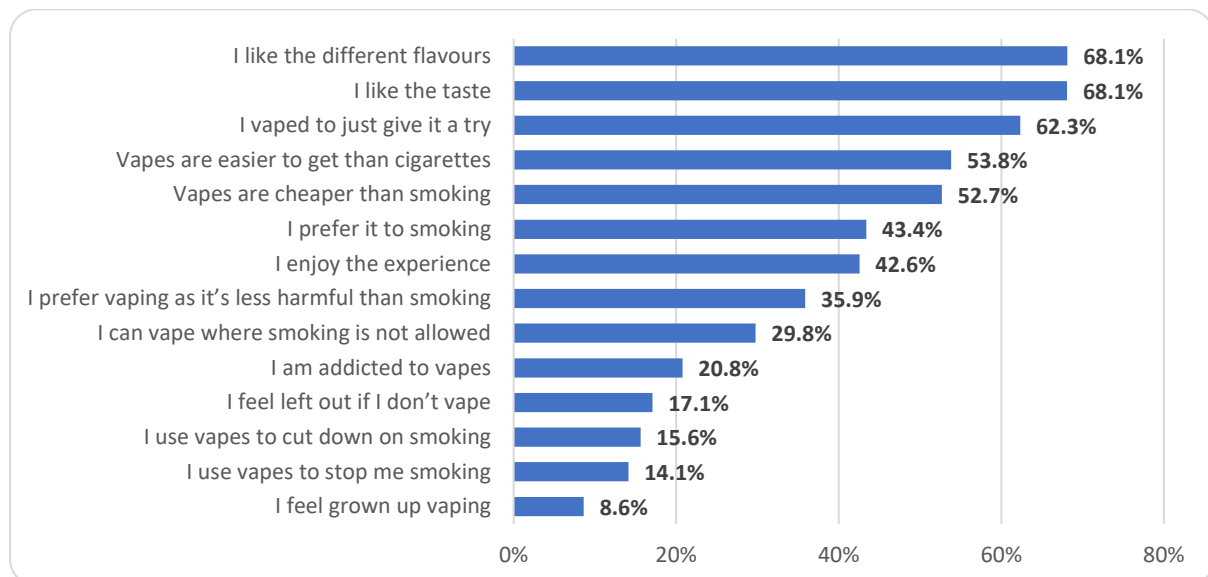
and *'I like the taste'* with over two thirds (68.1% for both) either agreeing or strongly agreeing. Liking the different flavours had slightly more who strongly agreed. Those aged 16 to 17 years were more likely to agree (72.8%) than those under 16 (62.8%).

The next most popular answer either agreed or strongly agreed with was *'I vaped to just give it a try'* with 62.3% agreeing with this as their reason. Those aged 11 to 13 years old were more likely to agree with this (65.8%) than those aged over 13 years (61.0%) showing that at younger ages a lot of vape use is still experimental.

There were also popular statements where more than half of the survey responders either agreed or strongly agree with *'Vapes are easier to get than cigarettes'* (53.8%) and *'Vapes are cheaper than smoking'* (52.7%).

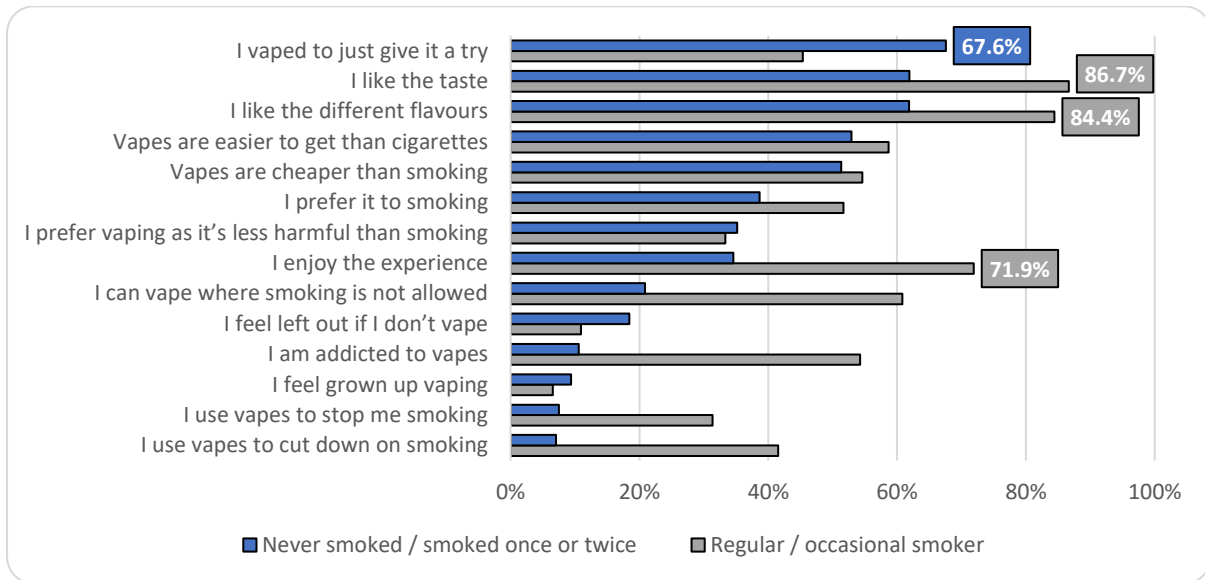
The statements the survey responders either disagreed or strongly disagreed with largely followed the same order as the agreed with statements in reverse, with no real significant differences.

Figure 27: Percentage of those currently vaping who agreed or strongly agreed with statements about why they vape



There were also differences in the reasons agreed with for those who smoked. For those who had never smoked or only smoked once or twice the most popular reason they either agreed or strongly agreed with was *'I vaped to just give it a try'* (61.9%) however, this was relatively low with those who were also either occasional or regular smokers (45.4%) and these were more likely to agree or strongly agree with *'I like the taste'* (86.7%), *'I like the different flavours'* (84.4%), and *'I enjoy the experience'* (71.9%).

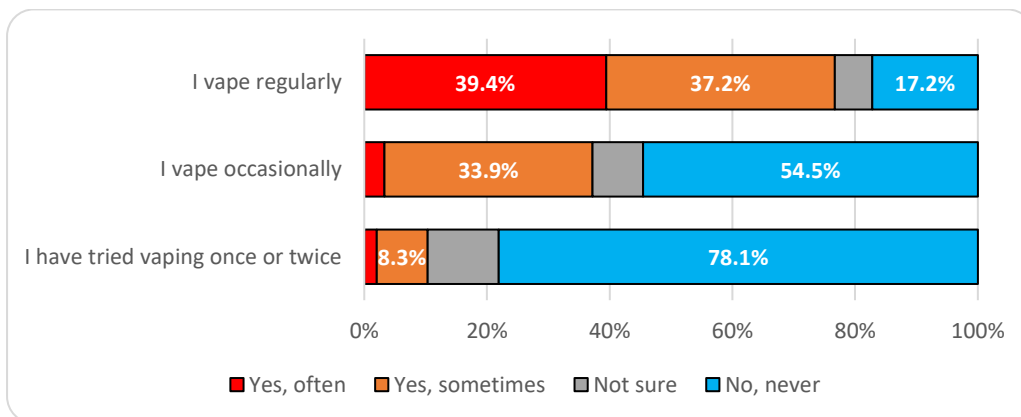
Figure 28: Percentage of those currently vaping who agreed or strongly agreed with statements about why they vape by smoker status



Feelings about vaping

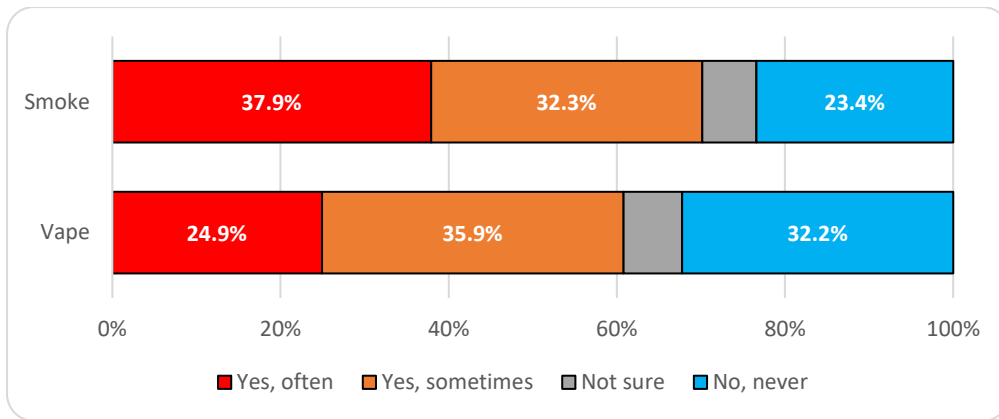
Those who responded that they have ever craved a vape or felt irritable if they haven't vaped for a while increased with their frequency of vaping with 10.3% of those who had only tried vaping once or twice reporting some sort of craving compared to 37.2% of those who vaped occasionally and over three quarters (76.7%) of those who vape regularly.

Figure 29: Percentage of if cravings were felt by frequency of vaping



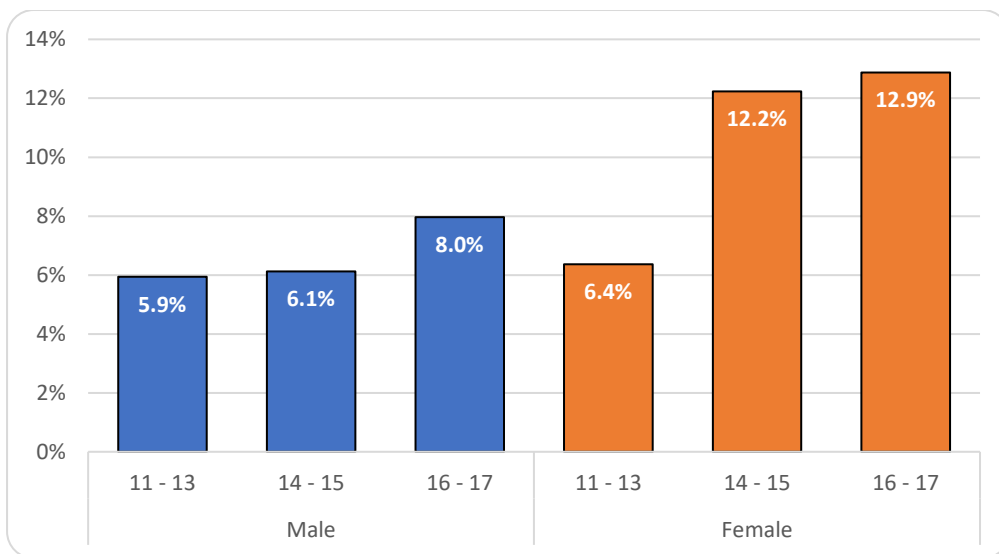
There was also a higher response of those stating they had felt cravings from those who said they smoke either occasionally or regularly (70.2%) compared to those who said they vape either occasionally or regularly (60.8%).

Figure 30: Percentage of if cravings were felt by those who smoked or vaped either occasionally or regularly



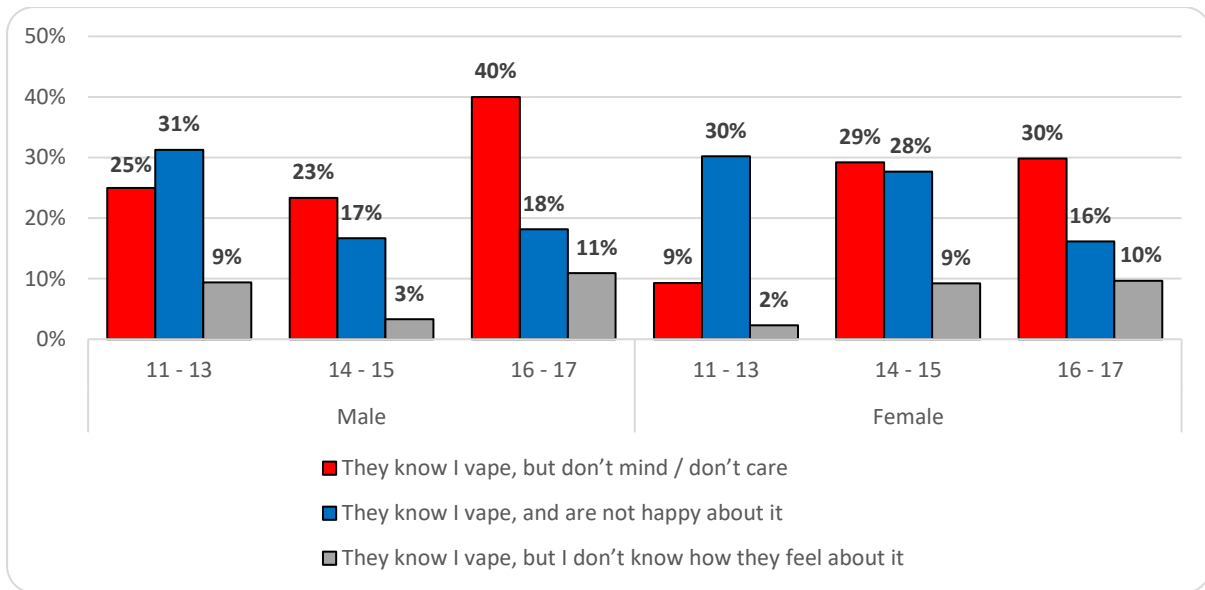
When asked if they had ever missed things like lunch or going out with friends so they can afford to buy vapes those who responded ‘yes’ increased with age and was more prevalent in girls, however, as seen earlier, the younger ages were less likely to spend money on vaping so this will have also been a factor in the responses. A quarter of those who said they vaped regularly (25.5%) also answered yes to this question.

Figure 31: Percentage of those who said they have missed things to be able to afford to buy vapes by gender and age group



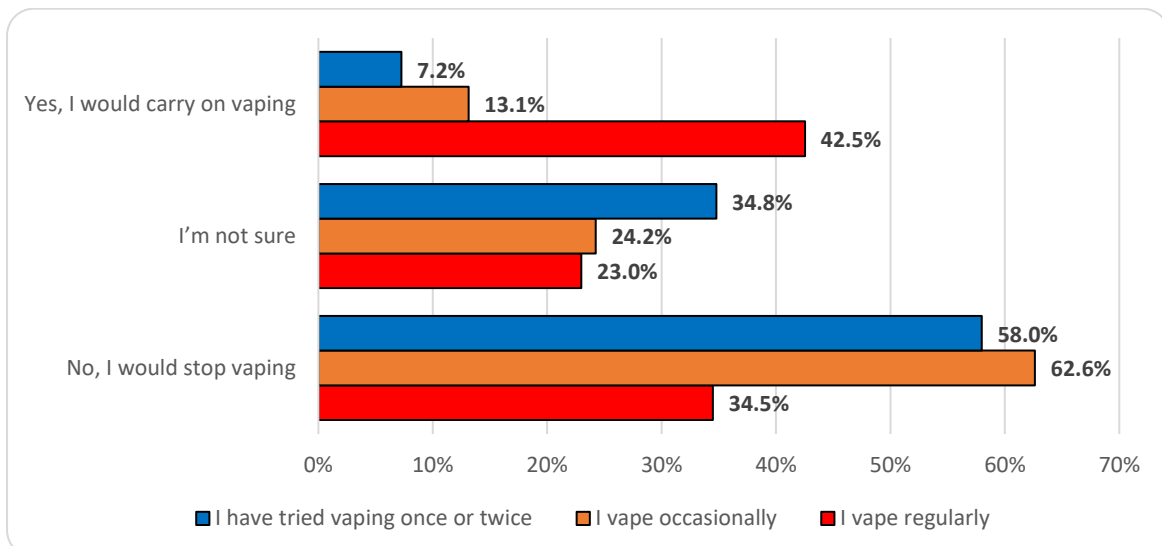
According to the overall responses the majority thought their parents or carers knew they vaped with 51.9% of 11 - 13 year olds saying they thought their parent knew, 58.6% of 14 to 15 year olds and 59.4% of 16 to 17 year olds. However, there were differences in whether they were not happy about it, although this decreased with age.

Figure 32: Percentage of those whose parents or carers know they vape by gender and age group



When asked if they would carry on vaping if vapes were only available in tobacco flavour of those who said they vape regularly, less than half (42.5%) said they still would, however this was a lot more than those who only vaped occasionally (13.1%) and those who had only vaped once or twice (7.2%). More than half of those who had only vaped once or twice (58.0%) and those who vaped occasionally (62.6%) said they would stop vaping, compared to 34.5% of those who vaped regularly. Unsurprisingly, there was a significant difference between those who were either occasional or regular smokers with 60.7% saying they would carry on vaping compared to only 5.7% of those who had never smoked or only smoked once or twice who said they would also carry on (with 64.0% saying they would stop).

Figure 33: Vaping continuation percentages if tobacco flavour was the only available by vaping status



The final question on the survey asked everyone, who had not already indicated they unaware of what vapes/e-cigarettes were, what statement best described them in relation to vaping. When the responses were directly standardised, the rate for those who don't vape and never will was 74.7%. The rate of those who don't vape but may when they're older was 15.4%. This was higher for girls

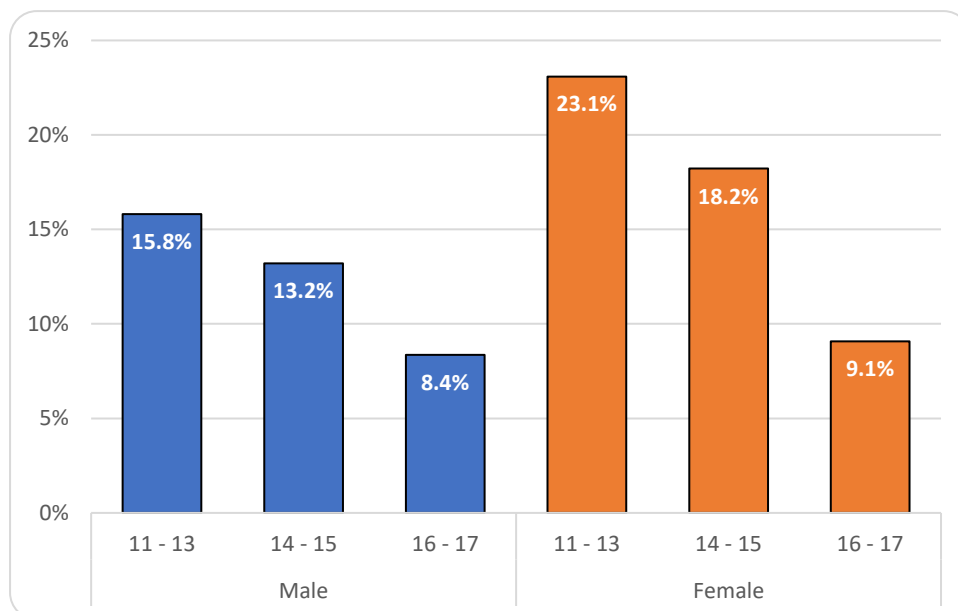
(17.9%) than boys (13.0%). The rate of those who said they vape was 9.9%, with a rate of 4.7% for those who would like to give up.

Table 2: Directly standardised rates of the responses to the statement that best described the survey responders

	Overall	Male	Female
I don't vape and never will	74.7%	79.5%	69.6%
I don't vape but may when I'm older	15.4%	13.0%	17.9%
I vape, but would like to give up	4.7%	3.2%	6.3%
I vape and don't want to give up	5.2%	4.3%	6.2%

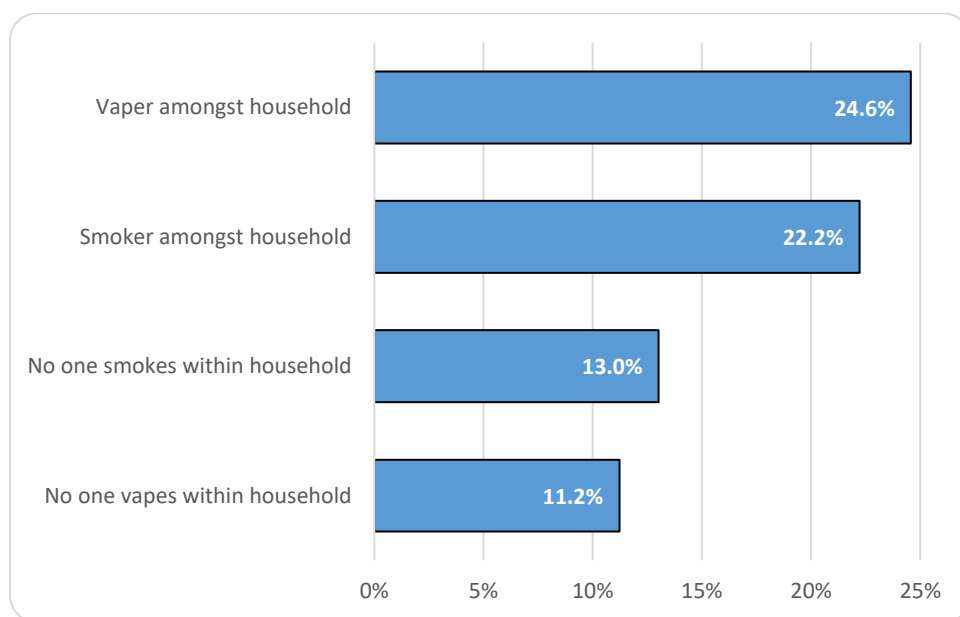
Girls who didn't vape but may do when they're older were more likely to say so in the age groups of 11 to 15 years (21.2%) than boys (14.8%) however, by ages 16 to 17 years the response from girls (9.1%) was like that of boys (8.4%).

Figure 34: Percentage of those who don't vape but may when they're old by gender and age group



The survey responders who didn't vape may when they're older were more likely to say so if there was someone who vapes within their household (24.6%) compared to when there wasn't (11.2%). The same was also seen with those who had someone who smokes within their household (22.2%) compared to when there wasn't (13.0%).

Figure 35: Percentage of those who don't vape but may when they're older by if a vaper or smoker is present in the household



Local research via focus groups

Initial local research via focus groups was carried out between August and September 2022 with 33 young people from various locations across Hull with an age range of 11 to 16 years. The findings included:

- 8 of the 33 vaped everyday and 8 every week
- 10 had tried vaping and 7 hadn't
- The 8 who said they vaped everyday said they would class themselves as addicted
- All knew someone who vaped and thought around 60% - 80% of young people vaped
- The young people didn't know where they could go to get help to quit
- When asked the reason for vaping the most common answer was the variety of flavours, accessibility and it is considered cool. "I actually carry one that's dead so that it looks like I'm vaping when I'm actually not, just so people don't say anything to me"
- The young people believed that vaping products are mainly created for and marketed towards them
- When asked about links between vaping and smoking there were mixed responses; some thought vaping was a great way to quit smoking whilst others believed most young people never smoked in the first place
- Young people stated that it was easy to purchase vapes
- Mixed responses on how schools deal with vapers, and said no information was given on the dangers or how to quit
- Comments on tackling youth vaping rates included: help, advice and information on vaping and nicotine addiction. Less appealing packaging and flavours and displays at tills

For a copy of the research report contact us at: publichealthadmin@hullcc.gov.uk

Reporting under-age sales

To report any underage sales to children and young people please go to:

<https://myaccount.hull.gov.uk/Pages/Form%20Pages/Report-illegal-sales-to-young-people.aspx>

Further information on vaping

Further information on vaping and e-cigarettes can be found at:

Action on Smoking and Health (ASH) have looked at the uptake of vaping by children and young people, including National vaping guidance for schools published in September 2022

<https://ash.org.uk/resources/view/ash-brief-for-local-authorities-on-youth-vaping>

ASH have looked at the uptake of vaping by children and young people, including 'National vaping guidance for schools' published in September 2022.

<https://ash.org.uk/media-centre/news/press-releases/new-national-vaping-guidance-for-schoolsreleased-by-action-on-smoking-and-health>

Information on the use of e-cigarettes by adults can be found here:

<https://ash.org.uk/resources/view/use-of-e-cigarettes-among-adults-in-great-britain-2021>

Information on quitting cigarette/tobacco using an e-cigarette can be found here:

<https://www.nice.org.uk/guidance/ng209/chapter/recommendations-on-treating-tobaccodependence#advice-on-nicotine-containing-e-cigarettes>

Further information

Please contact us on: publichealthintelligence@hullcc.gov.uk