



Tobacco Control  
Data Initiative



DEVELOPMENT  
GATEWAY  
An IREX Venture



Research Unit on the Economics  
of Excisable Products

# World Lung Cancer Day 2023 Webinar

## South African E-cigarette Survey 2022 Results

# Presentation Outline

## Background

- Youth and E-cigarettes
- Health Risks from E-cigarettes

## South African E-cigarette Survey 2022

- Survey and Sample Description

## South African E-cigarette Survey 2022 Key Results

- Static Prevalence
- Dynamic Prevalence
- Usage Statistics

# Background



# Youth and E-cigarettes

- **Adolescents are vulnerable to e-cigarettes**

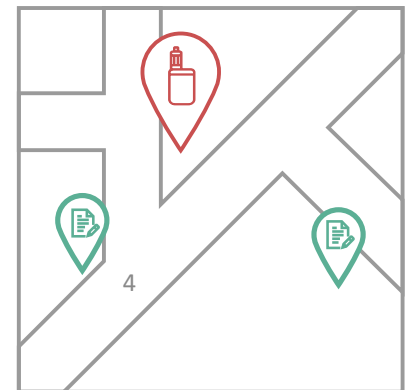
- **United States:** 2011 -> 2020: e-cigarettes use among high school students increased from 1.5% to 19.6%
- **United States:** 2017: 25% of US Grade 12 learners used an e-cigarette in the previous 30 days.
- **Tunisia:** 2016: Among high-school students, 58.8% had used an e-cigarette at least once, 38.3% had done so within the previous 30 days, and 20.5 % were regular users of vapes

- **Adolescents believe e-cigarettes are less harmful and addictive than cigarettes**

- Among Tunisian high school students, 78.4% believe they are less harmful and addictive than regular cigarettes.

- **E-cigarette shops target youth in South Africa**

- 50% of e-cigarette shops in South Africa are within a 5km radius of a higher education institute.

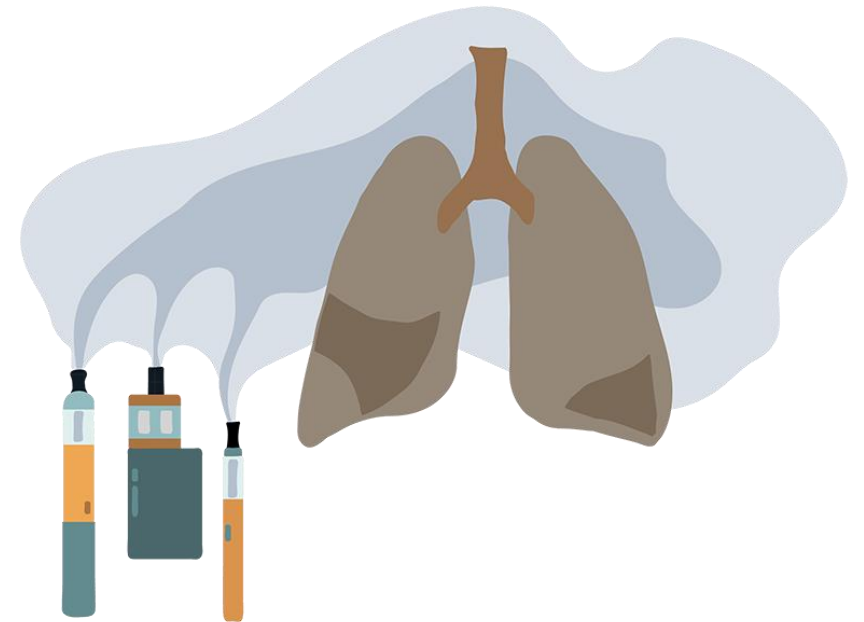


# E-cigarette Health Risks



## Posed to both Users and Non-users

- Exposure to inhaled toxicants and **carcinogens**
- Cardiovascular risk
- **Lung injury**
- Nicotine addiction
- Exposure to second- and third-hand aerosol
- Risk of nicotine poisoning in children
- Burns and injury



# South African E-cigarette Survey 2022

# Survey and Sample Description

Conducted between January and September 2022

**Aim:** provide data related to the use of electronic nicotine and non-nicotine delivery systems and heated tobacco products ( “e-cigarettes”), as well as of traditional cigarettes, amongst adults in urban South Africa.



## Sample

Nationally representative data set of adults in urban South Africa  
Final sample: 21,263 (5% response rate)

# South African E-cigarette Survey 2022 Key Results

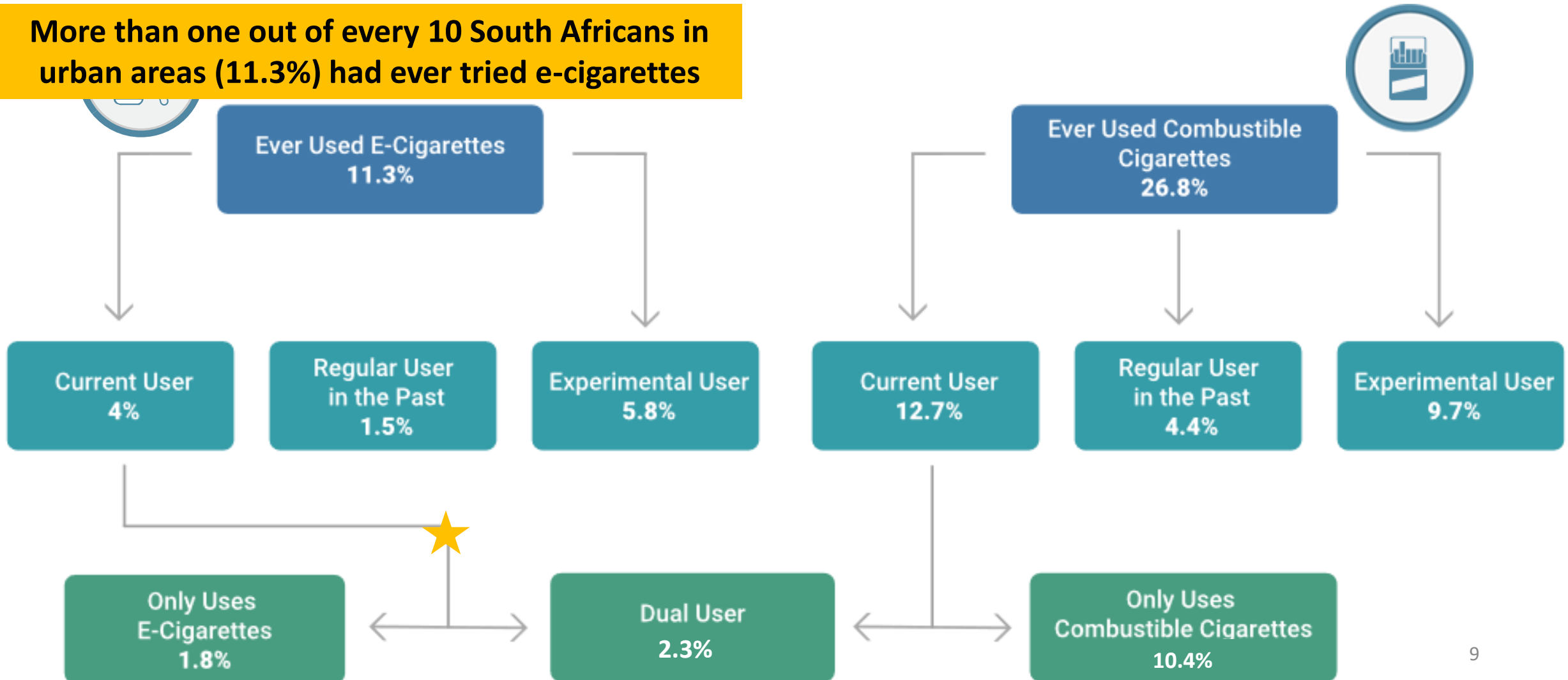
## STATIC PREVALENCE



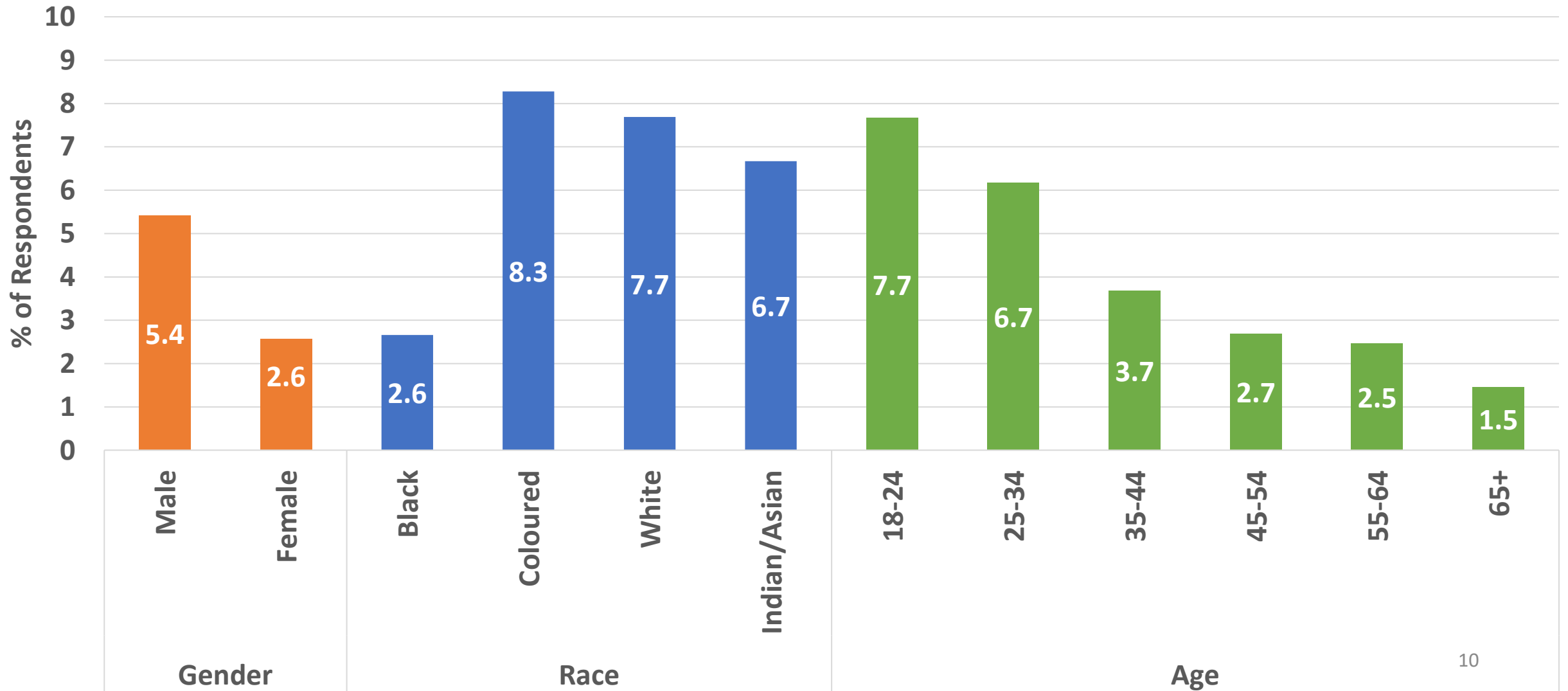


# Static Prevalence: E-cigarettes, Combustible Cigarettes, and Dual Users

More than one out of every 10 South Africans in urban areas (11.3%) had ever tried e-cigarettes



# Regular E-cigarette Prevalence by Demographics



# South African E-cigarette Survey 2022 Key Results

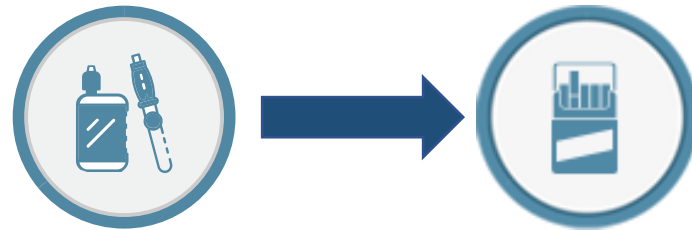
## DYNAMIC PREVALENCE



# On and Off-Rampers

## On-rampers

Someone who used e-cigarettes, with no history of smoking combustible cigarettes, then started smoking combustible cigarettes

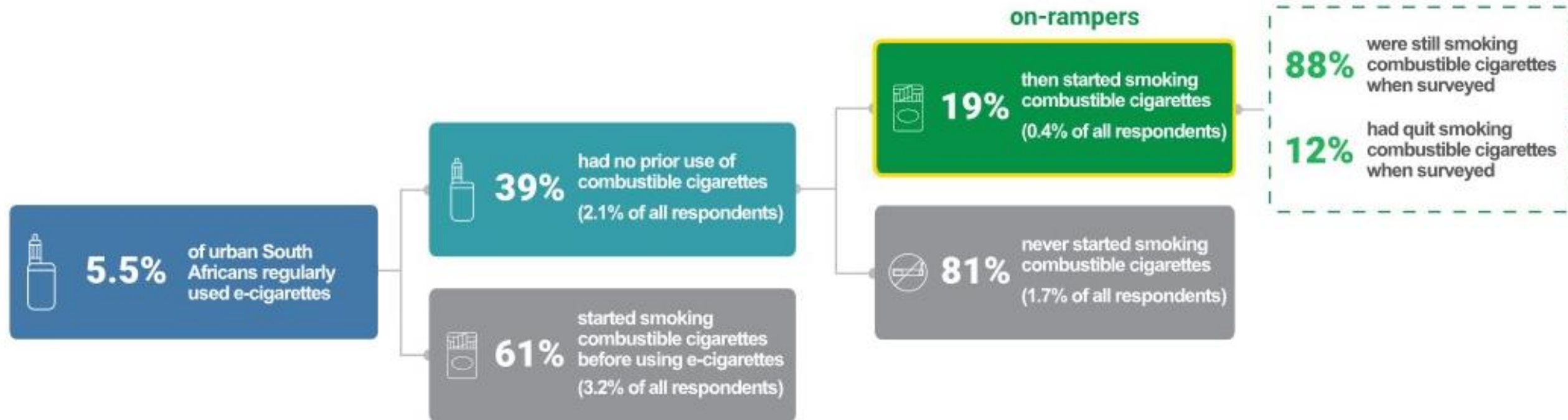


## Off-rampers

Someone who smoked combustible cigarettes, with no history of e-cigarette use, then started using e-cigarettes and later quit smoking combustible cigarettes.



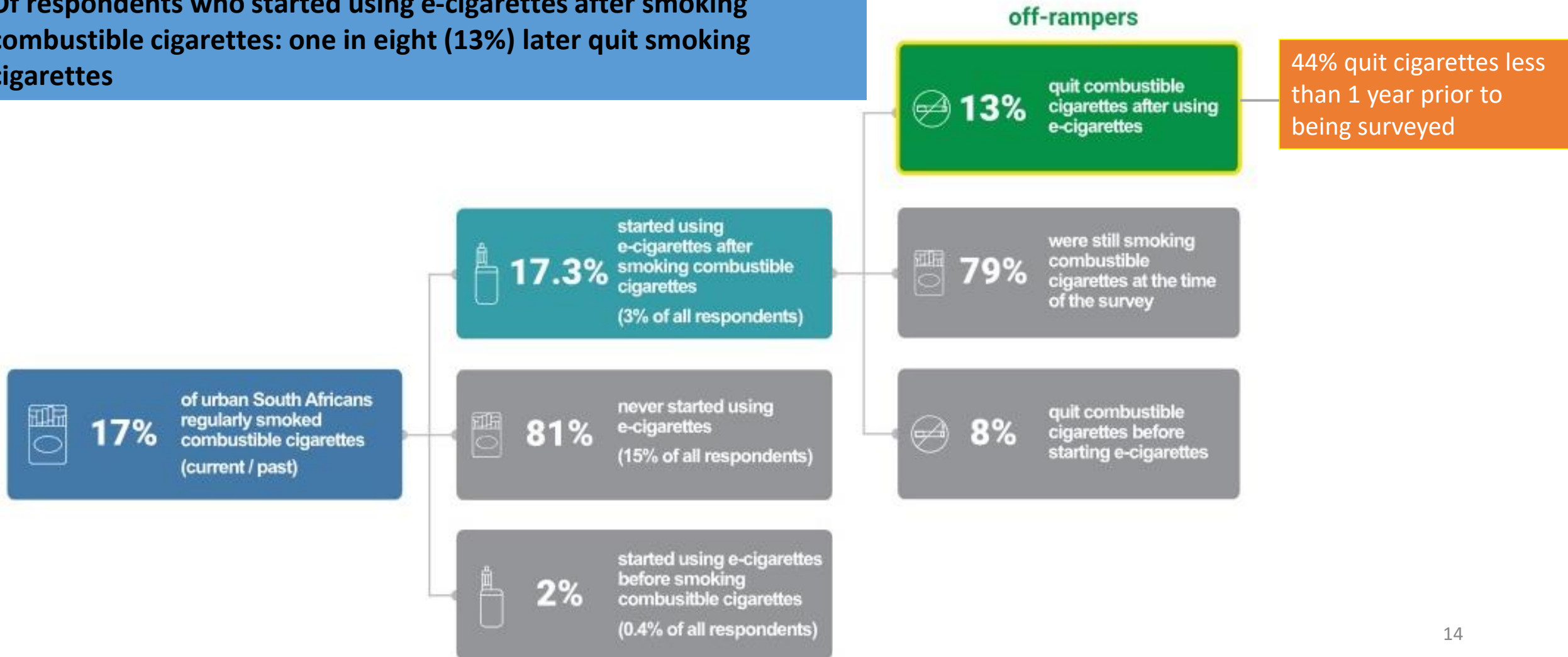
# Sequence of Use: Those using E-cigarettes First (On-Rampers)



Of those with no prior smoking history: approximately one in five (19%) started smoking cigarettes after using e-cigarettes.

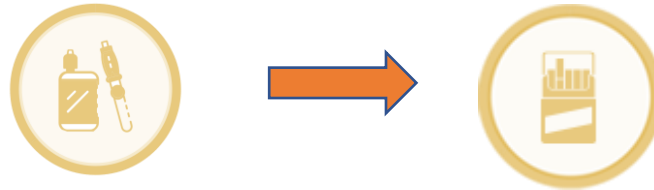
# Sequence of Use: Regular Smokers of Combustible Cigarettes (Off-Rampers)

Of respondents who started using e-cigarettes after smoking combustible cigarettes: one in eight (13%) later quit smoking cigarettes



# Cessation tool?

## On-Ramping



**Of those with no prior smoking history: approximately one in five (or 19%) started smoking cigarettes after using e-cigarettes.**

## Off-Ramping



**Of respondents who started using e-cigarettes after smoking combustible cigarettes: 7% later quit smoking combustible cigarettes**

# South African E-cigarette Survey 2022 Key Results

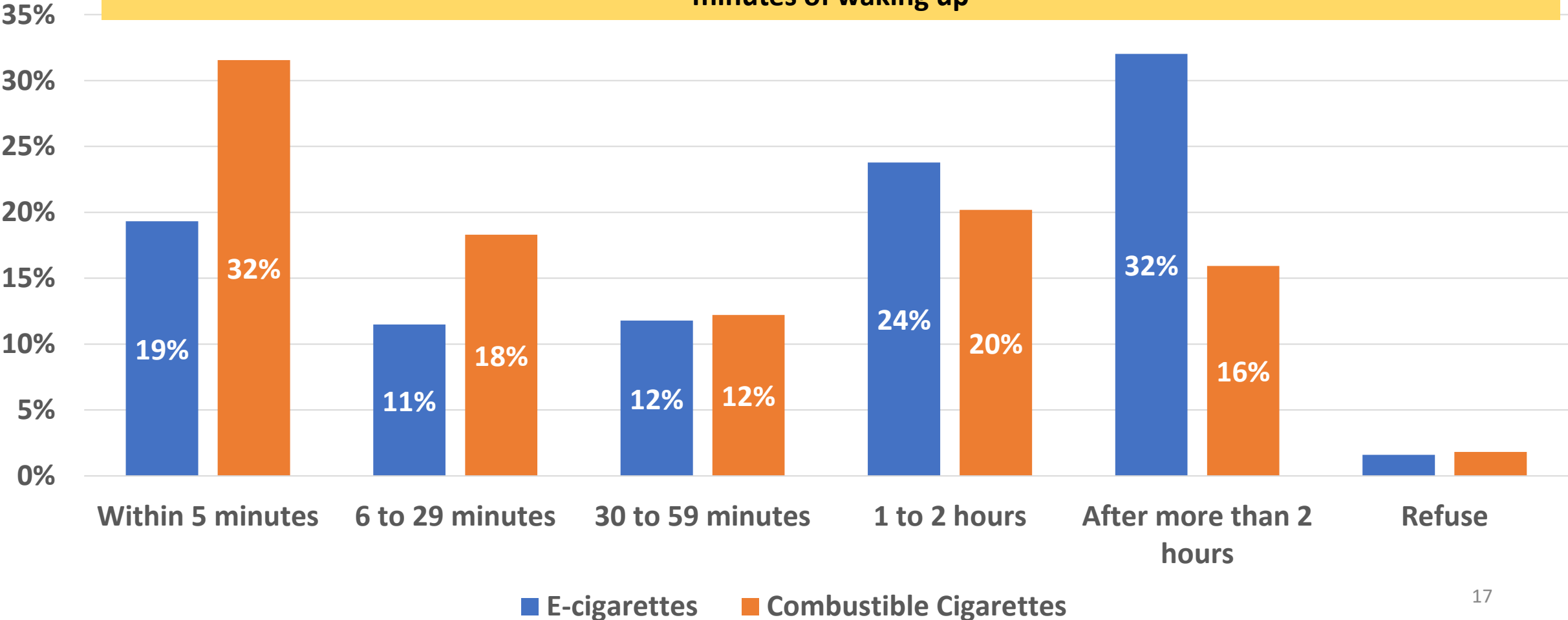
## USAGE STATISTICS





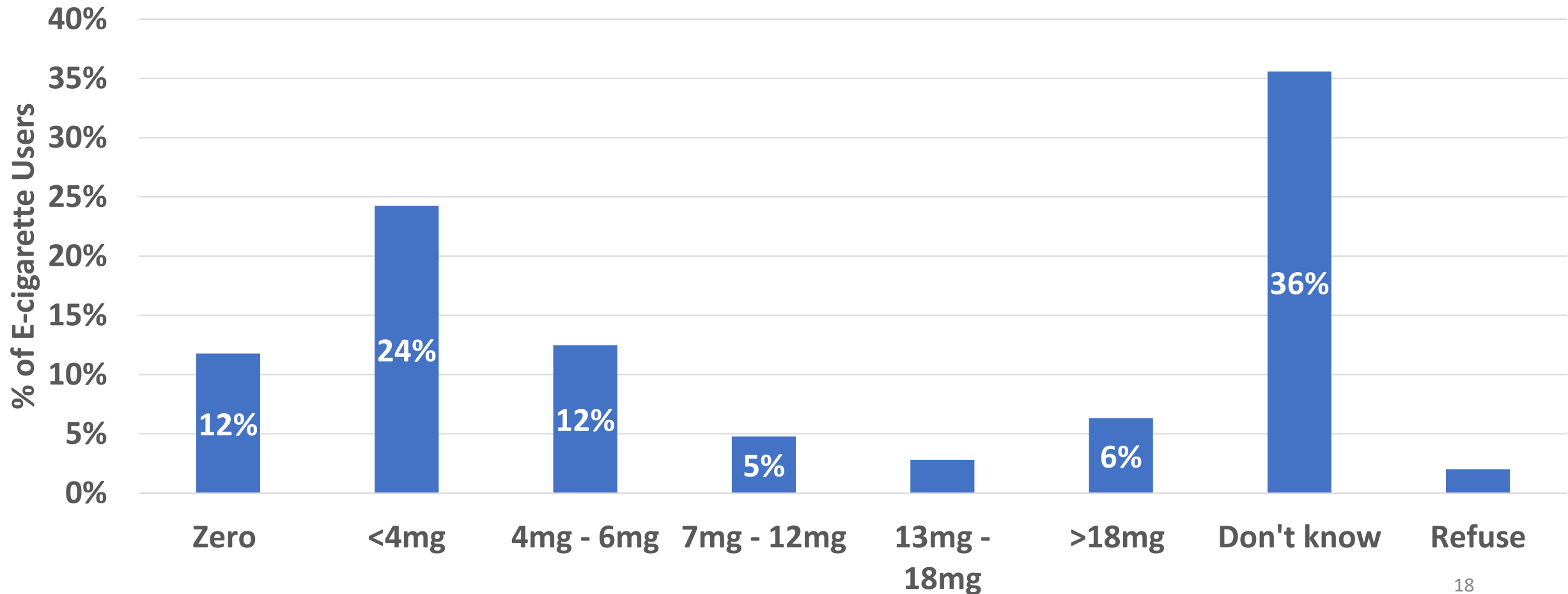
# Time After Waking Up until Using E-cigarettes or Smoking Combustible Cigarettes

50% of combustible cigarette smokers and 40% of e-cigarette users use their respective products within 30 minutes of waking up

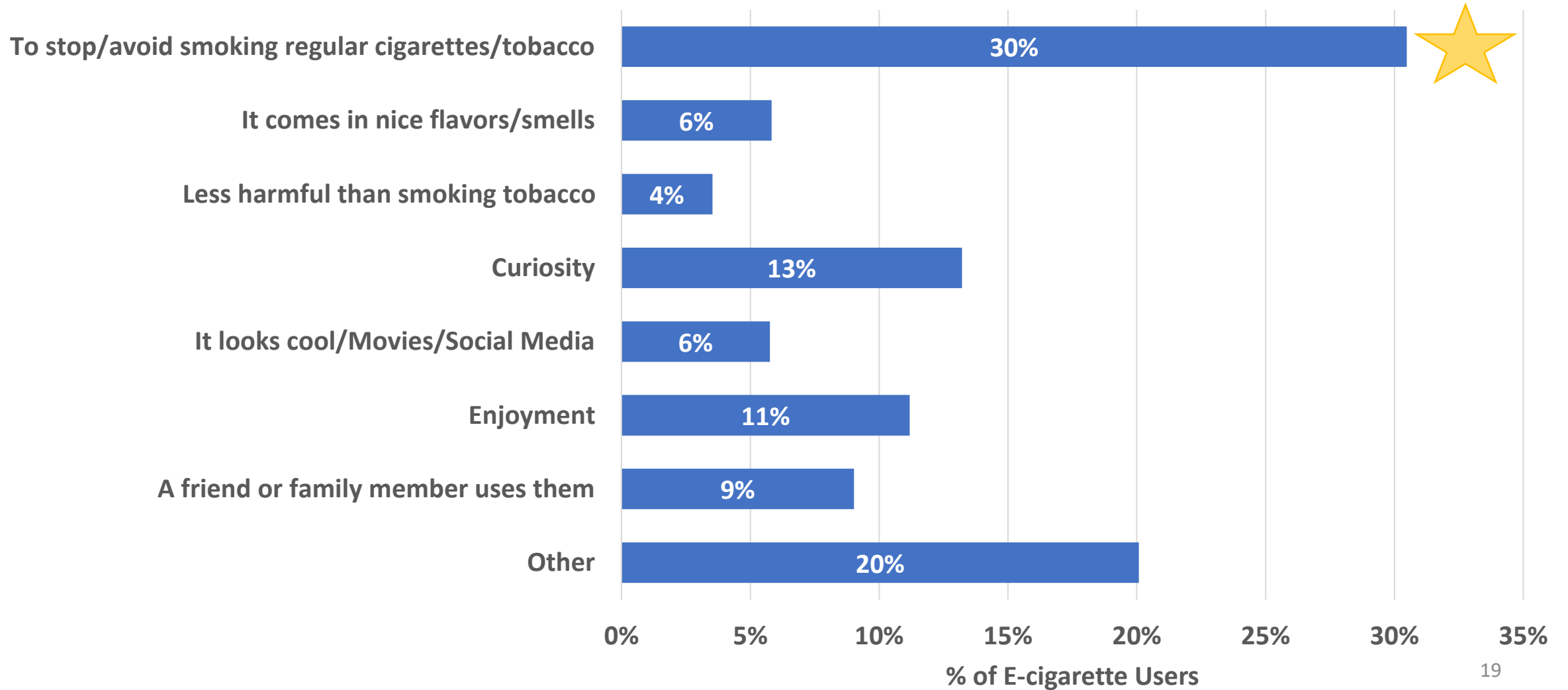


# Nicotine Strength of E-cigarettes

More than 1/3<sup>rd</sup> of e-cigarette users (36%) did not know the nicotine strength of their e-cigarettes



# Reasons for Starting to Use E-cigarettes



# Further Information

## **South African TCDI Website**

<https://southafrica.tobaccocontroldata.org/en>

## **South African TCDI Website: E-cigarette Page**

<https://southafrica.tobaccocontroldata.org/en/home/ecigarettes/>





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Thank You!