

Anti-e-cigarette industry sentiments and associations of use among youth and young adults in the United States

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Introduction

- Anti-tobacco-industry sentiment are protective against smoking
- E-cigarettes are the most commonly used tobacco product among youth and young adults in the U.S.
- It is unclear if anti-e-cigarette industry sentiments will be similarly protective against use

Methods

- **Sample:** National probability web-panel aged 15-28-year-olds in U.S. collected Fall 2019 (n=9554)
- **Outcomes:**
 - Past 30-day e-cigarette use
 - Intention to use (among non-users)
- **E-cigarette Industry sentiments**
 - Vape companies lie about harm
 - Tobacco companies want young people to vape
 - E-cigarette and cigarette companies are (the same/different/don't know)
- **Models**
 - Controlled for each industry sentiments (separately), harm perceptions, friend/household use, sensation seeking, and demographic characteristics
 - Models stratified by harm perceptions and friend/household use

Results

Figure 1: Proportion of current e-cigarette use (among full sample) and intentions to use (among non-users) among each industry perception

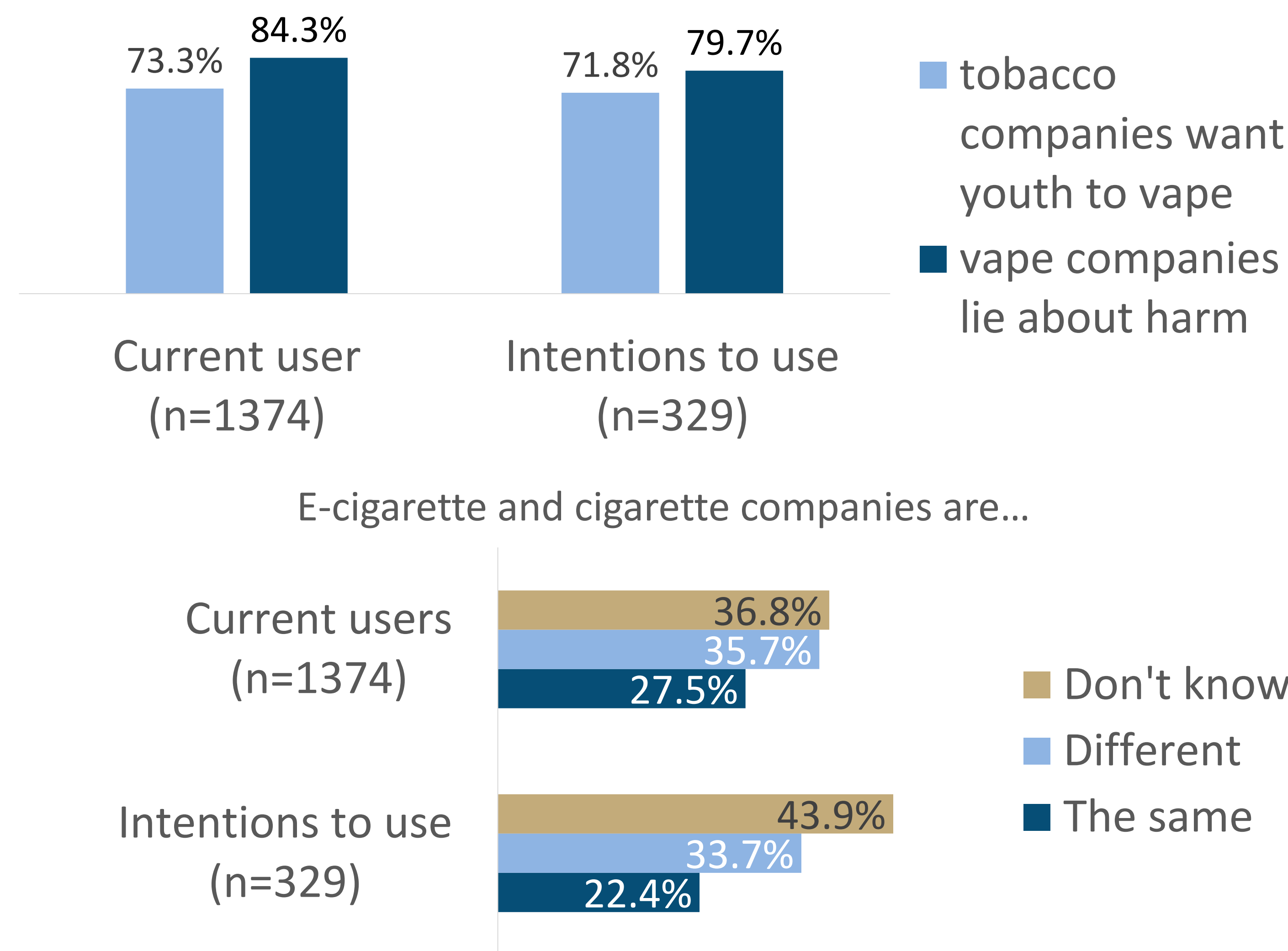


Table 1: Odds of current e-cigarette use (among full sample) and intentions to use (among non-users) by each industry perception

	Current use (n=9554) aOR (95% CI)	Intention to use (n=8180) aOR (95% CI)
Disagree, companies want young people to vape (ref=agree)	1.84 (1.46 - 2.32)	2.20 (1.45 - 3.32)
Disagree, companies lie about harm (ref=agree)	1.99 (1.48 - 2.69)	3.79 (2.16 - 6.64)
Companies are the same (ref=yes)		
No	1.44 (1.12 - 1.86)	1.91 (1.20 - 3.05)
Don't know	0.92 (0.72 - 1.17)	1.35 (0.89 - 2.02)

Table notes:

Abbreviations: aOR= adjusted odds ratio, CI=confidence interval, e-cig=e-cigarette, cig=cigarette ref=reference category
Each model includes one industry perception and is controlled for harm perceptions, age, race/ethnicity, financial status, sex, and combustible use. Intent to use models were also controlled for ever e-cigarette use.

p<0.05 p<0.01 p<0.001

Table 2: Odds of current e-cigarette use (among full sample) and intentions to use (among non-users) by each industry perception, stratified by harm perceptions and friend/household use

	Current use (n=9554) aOR (95% CI)		Intent to use (n=8180) aOR (95% CI)	
	Low harm	High harm	Low harm	High harm
Disagree, companies want young people to vape (ref=agree)	1.91 (1.50 - 2.44)	1.04 (0.43 - 2.49)	2.34 (1.50 - 3.65)	0.90 (0.30 - 2.67)
Disagree, companies lie about harm (ref=agree)	2.05 (1.51 - 2.79)	1.05 (0.21 - 5.31)	3.92 (2.17 - 7.09)	2.43 (0.62 - 9.47)
Companies are the same (ref=yes)				
No	1.57 (1.19 - 2.07)	0.76 (0.33 - 1.75)	2.31 (1.36 - 3.92)	0.98 (0.41 - 2.34)
Don't know	0.88 (0.67 - 1.15)	1.17 (0.62 - 2.18)	1.63 (1.03 - 2.56)	0.54 (0.18 - 1.64)
	no fr/hh use	Fr/hh use	no fr/hh use	Fr/hh use
Disagree, companies want young people to vape (ref=agree)	1.15 (0.69 - 1.91)	2.07 (1.59 - 2.70)	2.43 (1.25 - 4.73)	2.23 (1.35 - 3.66)
Disagree, companies lie about harm (ref=agree)	0.83 (0.40 - 1.72)	2.37 (1.67 - 3.35)	2.61 (1.09 - 6.26)	4.25 (2.14 - 8.45)
Companies are the same (ref=yes)				
No	1.25 (0.69 - 2.25)	1.47 (1.11 - 1.95)	0.97 (0.46 - 2.04)	2.45 (1.41 - 4.28)
Don't know	0.85 (0.48 - 1.49)	0.92 (0.70 - 1.21)	0.99 (0.50 - 1.94)	1.59 (0.96 - 2.63)

Discussion

- E-cigarette industry sentiments are associated with both current use and intentions to use among non-users. This parallels research on anti-tobacco industry sentiments and smoking.
- Sentiments towards the industry may play a particularly important role among youth and young adults exposed to environmental and social pressures that encourage e-cigarette use