
Summary
Awareness increased among all socio demographic subpopulations during 2010–2013 (p Additionally, significant questions remain regarding ENDS' impact on individual and population health.7 Proponents contend that ENDS are less harmful to health than conventional cigarettes and may help some smokers quit8; however, there is currently no conclusive scientific evidence that ENDS promote long-term cessation.9–15 and the products are not FDA-approved cessation aids.16 Additional public health concerns related to ENDS include initiation of nicotine addiction in adolescents and the potential for progression to combusted tobacco use among non-tobacco users, long-term dual use among current smokers, and relapse of smoking among former smokers.17 Despite uncertainty over the public health impact of ENDS, rapid increases in awareness, experimentation, and recent use have occurred among US adults and youth.18,19 During 2010–2011, awareness of e-cigarettes among US adults increased from 40.9% to 57.9%; additionally, ever use of e-cigarettes among US adults increased from 3.3% to 6.2%, with 21.2% of current cigarette smokers reporting that they had ever used e-cigarettes in 2011.19 Among US middle and high school students, ever use of e-cigarettes increased from 4.7% to 10.0% during 2011–2012, representing an estimated 1.8 million students in grade 6–12 who had ever used the products in 2012; over 500,000 students reported using e-cigarettes in the past 30 days, three-quarters of whom reported that they had also used conventional cigarettes during the same period.18 This increase in e-cigarette use was mirrored by considerable increases in calls to poison centers regarding an exposure to the product itself or to the nicotine liquid; monthly calls increased from one in September 2010 to 215 in February 2014.20 Consumer awareness, experimentation, and current use of ENDS are likely influenced by increased advertising for these products; e-cigarette advertising expenditures across multiple media channels—including magazines, television, newspapers, and the Internet—has increased nearly three-fold, from $6.4 million in 2011 to $18.3 million in 2012.21 To date, national data on awareness and use of ENDS among US adults is limited, and the research that has been conducted has primarily focused on measures assessed during a single year.22–24 King and colleagues19 assessed changes in e-cigarette awareness and ever use during 2010–2011; however, no study has assessed recent estimates or long-term trends in these indicators over time. Consistent with previous reports of e-cigarette use among adults, variations in awareness and use of e-cigarettes were...
observed across population groups. In addition to continued monitoring of awareness and use of ENDS, surveillance of key indicators is critical, including impact of these products on initiation, relapse, cessation, and concurrent use with conventional tobacco products, as well as potential adverse effects on users' and bystanders' health and smoke-free policy compliance.