

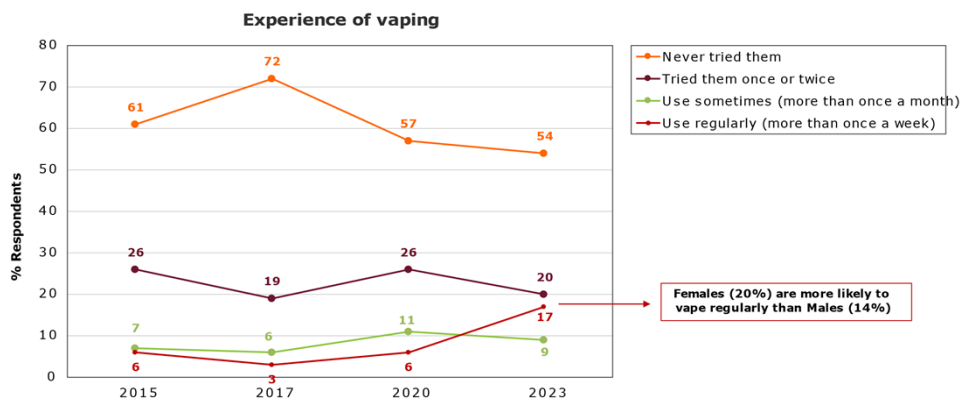
Tackling illicit vapes and youth vaping in Lancashire

VAPING BEHAVIOUR



Nationally vaping behaviours have increased with current e-cigarette use (vaping) up to 9% from 6% in 2018. Around 1 in 5 (21%) 15-year-old girls were classified as current e-cigarette users.¹ In Lancashire approximately 1 in 6 young people claim to vape regularly. **46%** of young people claim to have tried vaping (**41% North West average**).

Approximately 1 in 6 young people in Lancashire now claim to vape regularly, nearly three times the level recorded in 2020.



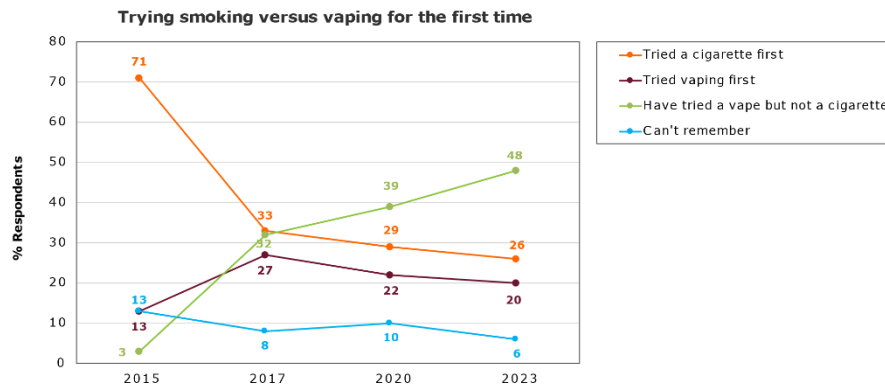
Base: All 14-17 year olds in Lancashire; asked since 2015
 2015 = 2502; 2017 = 668; 2020 = 1934; 2023 = 2246

30

- **1045** young people (46%) say they have tried an e-cigarette, more than twice than in 2020 (*In 2020, 502 young people (26%) said they had tried an e-cigarette*)

¹ National Statistics National statistics

Young people in Lancashire are increasingly trying vaping rather than smoking tobacco cigarettes.



Base: All 14-17 year olds in Lancashire who have tried vaping. New question asked in 2015
 2015 = 373; 2017 = 185; 2020 = 820; 2023 = 1015

31

- **201** young people (20%) have tried an e-cigarette before they first tried smoking a real cigarette. (In 2020, **180** young people (22%) said they tried an e-cigarette before they first tried smoking a real cigarette).
- **Almost half of young people** (48%)(492) claim to have never smoked a real cigarette but have tried an e-cigarette. (In 2020, **320** young people (39%) claimed to have never smoked a real cigarette but have tried an e-cigarette)

"WHICH OF THE FOLLOWING APPLIES TO YOU ?"

2023

I tried smoking a real cigarette/tobacco before I first tried an e-cigarette

26%

I tried an e-cigarette before I first tried smoking a real cigarette

20%

I have never smoked a real cigarette but have tried an e-cigarette

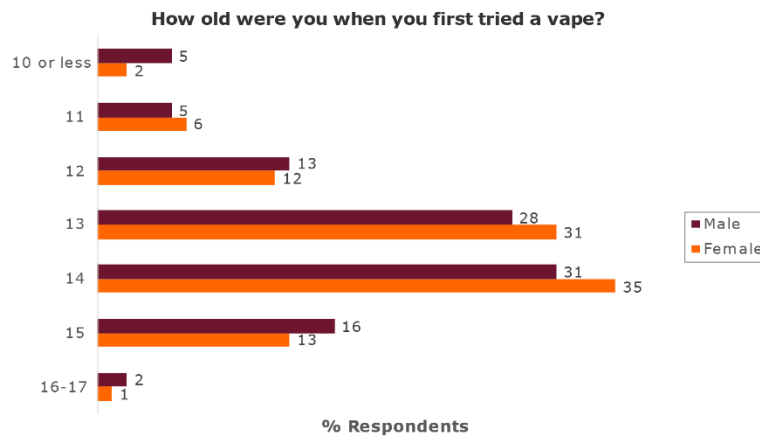
48%

+9% from 2020

I don't remember

6%

Boys are more likely than girls to try vaping when they're younger (aged 12 or less).

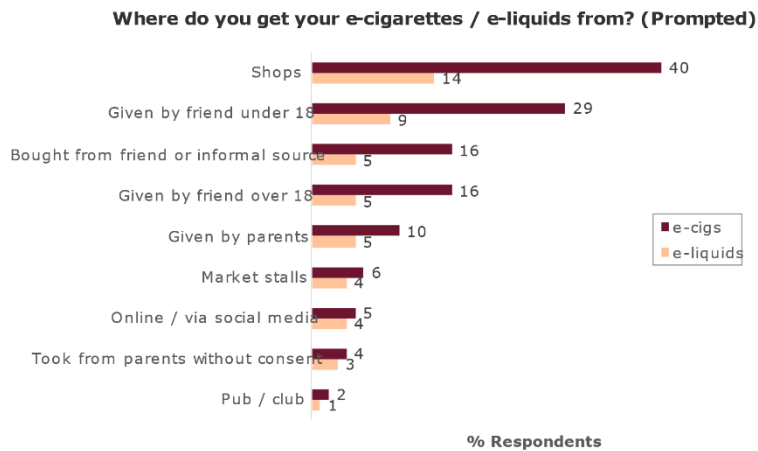


Base: 958 (408 Males / 506 Females); 14-17 year olds in Lancashire who have tried vaping
New question asked in 2023

32

BUYING E-CIGARETTES

Young people are more likely to use e-cigarettes than e-liquids, and get them primarily from shops and their friends, who are also underage.



Base: 1045; All 14-17 year olds in Lancashire who have tried vaping
New question asked in 2023

33

The majority of young people are sourcing e-cigarettes from shops this has changed since 2020 when this was via friends

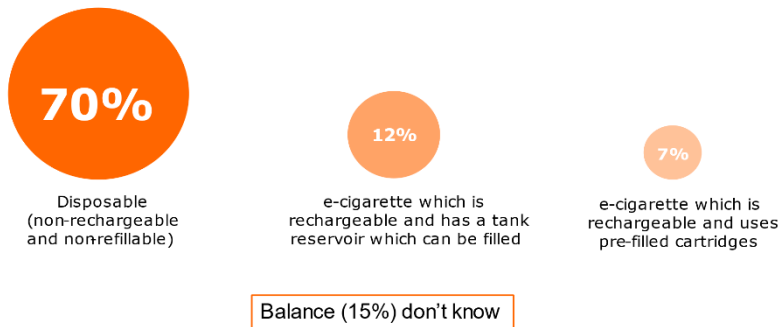
- **415** young people (40%) are claiming to buy e – cigarettes from shops and 149 (14%) e-liquids. (In 2020, **69** young people (10%) claimed to buy from off-licences / shops. **67** (6.4%) claim to buy e - cigarettes and **39** (3.7%) e-liquids from market stalls
- In 2020 **41** young people (6%) are claimed to buy from market stalls.

- **106** young people (6%) claimed that they are asked for ID when buying e-cigarettes / e-liquids. *In 2020, 76 young people (11%) said they were asked for ID.*

Consistent with the North West region, disposables are by far the most used type of vapes amongst young people in Lancashire.



Type of vapes used (Prompted)



Base: 1042; All 14-17 year olds in Lancashire who have tried vaping
New question asked in 2023

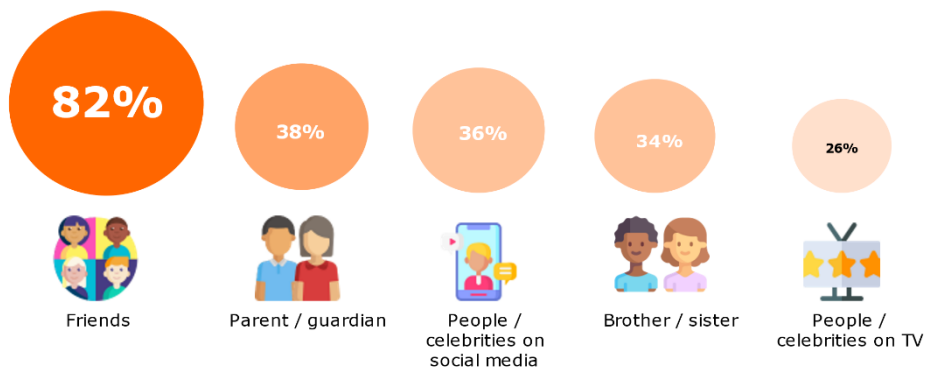
By far the most type of vapes smoked are disposables with 70% of young people claiming to use them.

Almost 1 in 3 of young people in Lancashire (32%) who took part in the survey use a disposable vape

More than 4 in 5 young people in Lancashire who have tried vaping have friends who also use vapes.



Who do you know or see that uses vapes (Prompted)



Base: 1045; All 14-17 year olds in Lancashire who have tried vaping
New question asked in 2023

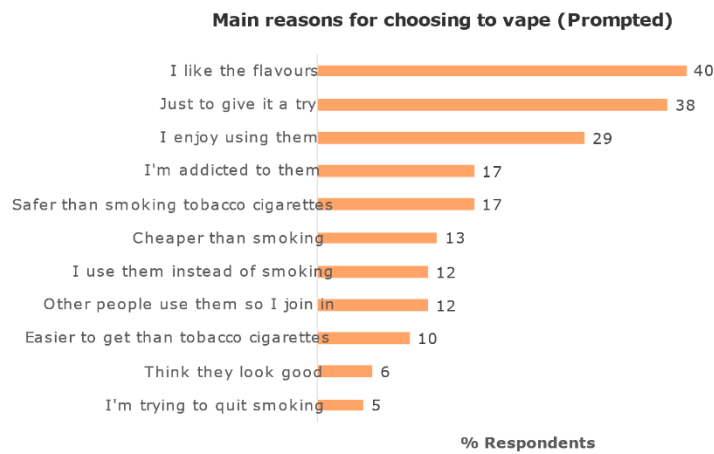
What attracts young people in Lancashire to vaping?

415 young people 40% (base of 1045) say liking the flavours is the main reason for vaping.

177 young people 17% say they are addicted to vapes

303 young people 29% say they enjoy using vapes

The flavours and curiosity are the main factors that encourage young people in Lancashire to try vaping.

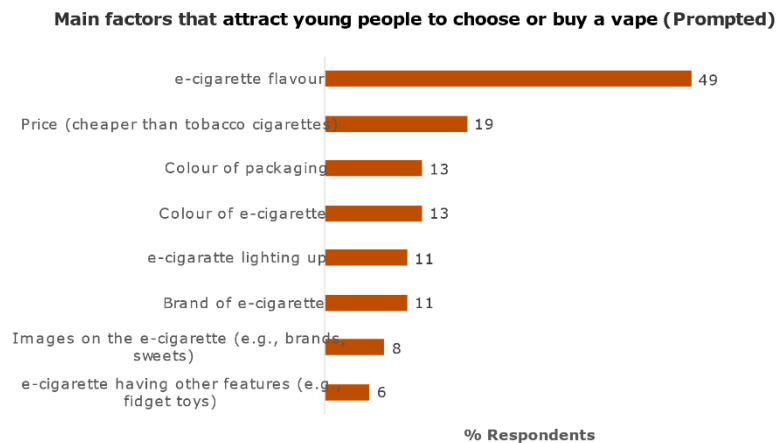


Base: 1045; All 14-17 year olds in Lancashire who have tried vaping
New question asked in 2023

36

Almost half of the young people, 507 (base 1045) 49% say it's the flavours that mainly attracts them to choosing a vape

The flavours are also the main factor influencing what vapes young people choose to buy.

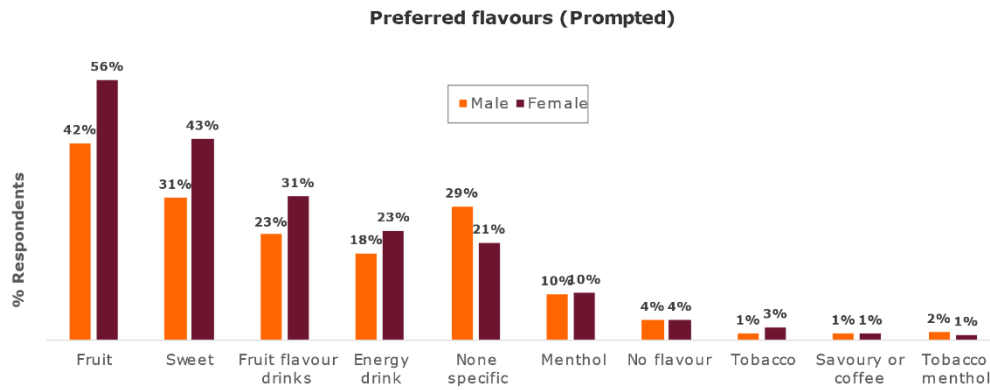


Base: 1045; All 14-17 year olds in Lancashire who have tried vaping
New question asked in 2023

37

56% of girls (539) and 42% of boys (460) (base1045) say they prefer the fruit flavours this is followed by the sweet flavours of vapes.

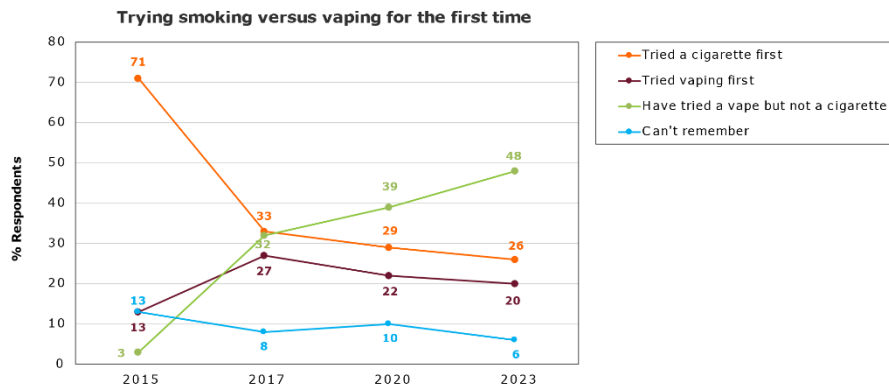
Fruit and sweet flavours are the most popular amongst young people, especially girls.



Base: 1045 (460 Males, 539 Females); All-17 year olds in Lancashire who have tried vaping
New question asked in 2023

38

Young people in Lancashire are increasingly trying vaping rather than smoking tobacco cigarettes.



Base: All 14-17 year olds in Lancashire who have tried vaping
2015 = 373; 2017 = 185; 2020 = 820; 2023 = 1015

31