Top reasons for e-cigarette use among Filipino adults: “to help quit” or “to cut down” on smoking cigarettes

Men were more likely than women to report use of e-cigarettes for cessation purposes.

**Reasons for E-cigarette Use Among Filipino Adults Who Smoke Cigarettes**

**Background**
Nearly 1/3 of adults in the Philippines smoke. E-cigarettes may influence cigarette and nicotine consumption among people who smoke. Evidence suggests that e-cigarette use among Filipino youth and adults is on the rise, but little research has investigated use among people who smoke. This study examined e-cigarette use and reasons for use among Filipinos who smoke.

**Methods**
- Data on Filipino adults (age 18+) who smoke (n=886) were collected in 2023 from an existing online panel
- Respondents were asked to select one primary reason for e-cigarette use from a pre-populated list of 15 reasons (see chart)
- We created a five-category variable that included the top four reasons for use along with an “all other reasons” category, then used chi-square tests to assess differences in reasons for use by demographics

**Results**
- 70% (n=618) of the sample used e-cigarettes in the last month
- E-cigarette use was higher among men and people under age 35
- Overall, there were no significant differences in reasons for use by age (p=0.70) or income (p=0.17)
- A significantly greater proportion of men vs. women reported their lead reasons for e-cigarette use was “to help quit” (67% vs 33%) or “to cut down” (59% vs. 41%) smoking cigarettes (p=0.02)

**Reasons for using e-cigarettes among Filipino adults who smoke (n=618)**

- To cut down smoking cigarettes (30%)
- To help quit smoking cigarettes (14%)
- Vaping is less harmful than smoking to others around me (8%)
- To use when I am not allowed to smoke cigarettes (8%)
- Enjoy the flavor (6%)
- Absence of smell (5%)
- Alternate stress/anxiety/depression/mental health concerns (5%)
- Curiosity (5%)
- To socialize (3%)
- My friends use them (3%)
- Have a longer break at work (1%)
- I am addicted (1%)
- I enjoy the boost (1%)
- Other reason (2%)

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