

# 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.

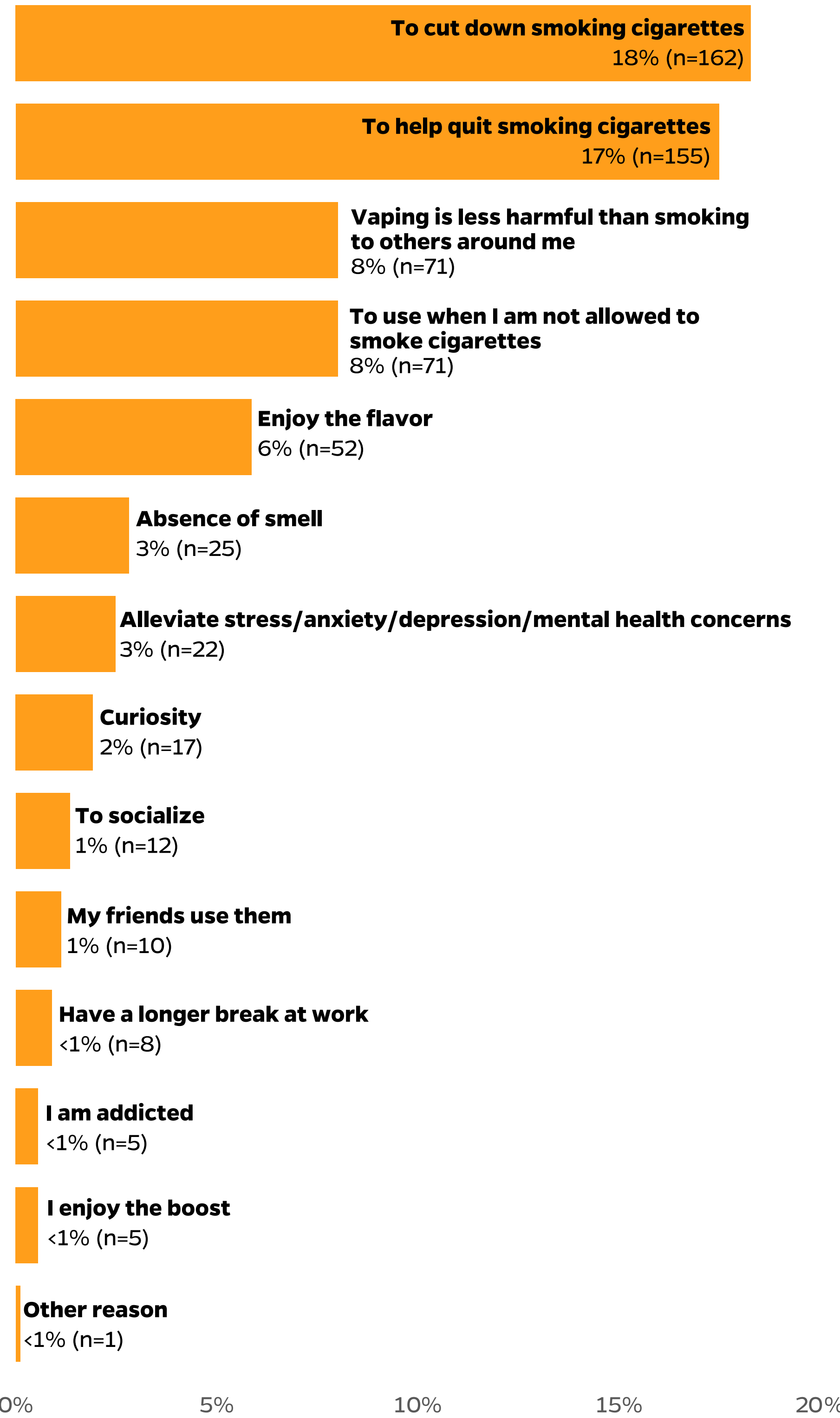
#### Methods

- 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)



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NO	NO	NO
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