

# New study assesses the impact of exposure to e-cigarette ads on young adults

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Exposure to e-cigarette advertisements may enhance curiosity and usage among young adults, according to a study published this week in the journal *Nicotine & Tobacco Research*.

Researchers at the Schroeder Institute for Tobacco Research and Policy Studies at Truth Initiative assessed more than 4,200 [young adults](#) (ages 18-34) and the impact of random assignment to [exposure](#) to e-cigarette advertisements on perceptions, intentions, and subsequent use.

Approximately 6% of young adults who had never before tried an e-cigarette had done so at six month follow-up; ad exposure was associated with a greater likelihood of e-cigarette trial at follow-up (3.6% exposed vs. 1.2% unexposed) in never users of cigarettes and e-cigarettes. Ad exposure was also associated with greater curiosity to try an e-cigarette (18.3% vs. 11.3%) in the full sample.

Promotional expenditures for e-cigarettes across all media channels have rapidly increased since 2010. Since e-cigarettes are not subject to the same regulations as cigarette and smokeless [tobacco](#) products, e-cigarette manufacturers have been able to advertise their products via television, radio, and sponsorship of sporting and entertainment events. This increased and far-reaching advertising has occurred concurrently with increased availability of e-cigarettes in venues ranging from tobacco shops to pharmacies.

"Our study is the first randomized controlled study to show that forced exposure to e-cigarette advertising has an impact on longer-term e-

cigarette trial in a small number of never users," said Andrea Villanti, lead author of the study. "These findings highlight the potential impact of unrestricted e-cigarette advertising to enhance [curiosity](#) and trial of e-cigarettes in young adults."

**More information:** A. C. Villanti et al. Impact of Exposure to Electronic Cigarette Advertising on Susceptibility and Trial of Electronic Cigarettes and Cigarettes in US Young Adults: A Randomized Controlled Trial, *Nicotine & Tobacco Research* (2015). [DOI: 10.1093/ntr/ntv235](#)

Provided by Oxford University

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