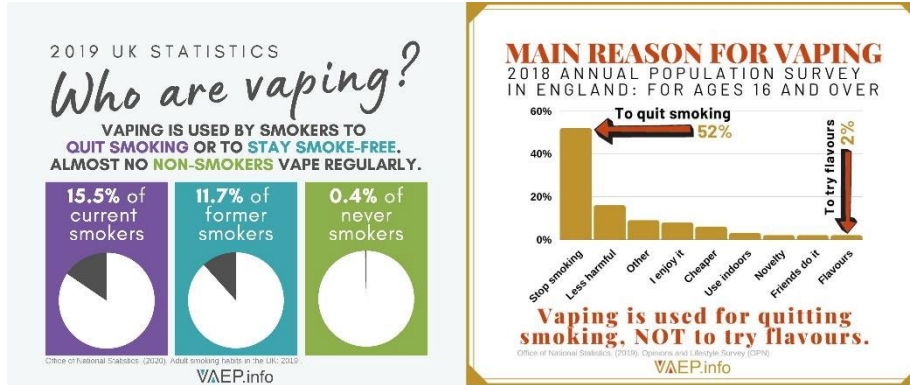


VAEP Key Concepts script 10: Why people vape



You may have heard that the reason people are picking up vaping is mainly to try flavours.(1) The truth is vaping is being used mostly to quit smoking or to stay off of cigarettes.(2)

The Office for National Statistics in the United Kingdom, surveyed over 2.4 million vapers, that were 16 years and older, and asked them what their MAIN reason for vaping was. Over half of them answered “to quit smoking”, over half. Yet, only 2% said they used a vape to try flavours.(3)

That same Office for National Statistics investigated who EXACTLY were vaping. What they found was only 0.4% of never smokers had vaped, 0.4%. That survey also learned that 15% of smokers and 13% of ex-smokers were vaping.(4) This shows that SMOKERS are vaping to either quit smoking or stay quit.

So, it’s pretty clear that vaping is being used to quit smoking and not to try flavours. But here’s the thing: banning flavours will shut down vape shops because the variety of flavoured eliquids is a huge part of their revenue.(5) Also, vaping wouldn’t work if it didn’t offer smokers a more pleasurable and novel experience than smoking because cigarettes are more addictive than just nicotine on its own.(6) It’s important to understand that a vape shop is the only place to get the expertise and advice needed to learn how to quit smoking with vaping.

Visit our nonprofit at VAEP.info for more information. If you want to educate others about vaping and look good doing it, check out our online store VAEPmail.com. We have 11 styles of tees and they come in sizes extra small to 2-XL. <https://VAEP.info>

Kellie Ann is wearing our Sweetheart tee in heather purple <https://shop.vaep.info/?product=vaep-sweetheart-tee>

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#HarmReduction