Effects of Nicotine from E-cigarette Vapor on Odor Coding and Preference

Andrew Moran¹,² and Matt Wachowiak²

Interdepartmental Program in Neuroscience¹, Department of Neurobiology and Anatomy², University of Utah School of Medicine, Salt Lake City, UT, USA

E-cigarette Market
- In the US:
  - From $2B to $10B by 2017
  - Expected to surpass conventional cig. sales by 2023

A 2013 CDC Study claims:
- 6% of Americans have used an e-cig
  - 21% of American smokers have tried an e-cig in the past
    Besaratinia & Tommasi, 2014

Use among high school teens:
- Ever used? 4.7% in 2011 to 10% in 2012
- Past 30 day use? 0.9% to 2.3% from 2010 to 2011
- Smoking is decreasing 10.6% to 9.6% form 2012 to 2013

Camenga et. al., 2014

College, high school and middle school aged subjects have uniformly reported to using e-cigs out of curiosity and flavor attractiveness.

Kong et. al., 2014

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Contact: andrew.moran@utah.edu