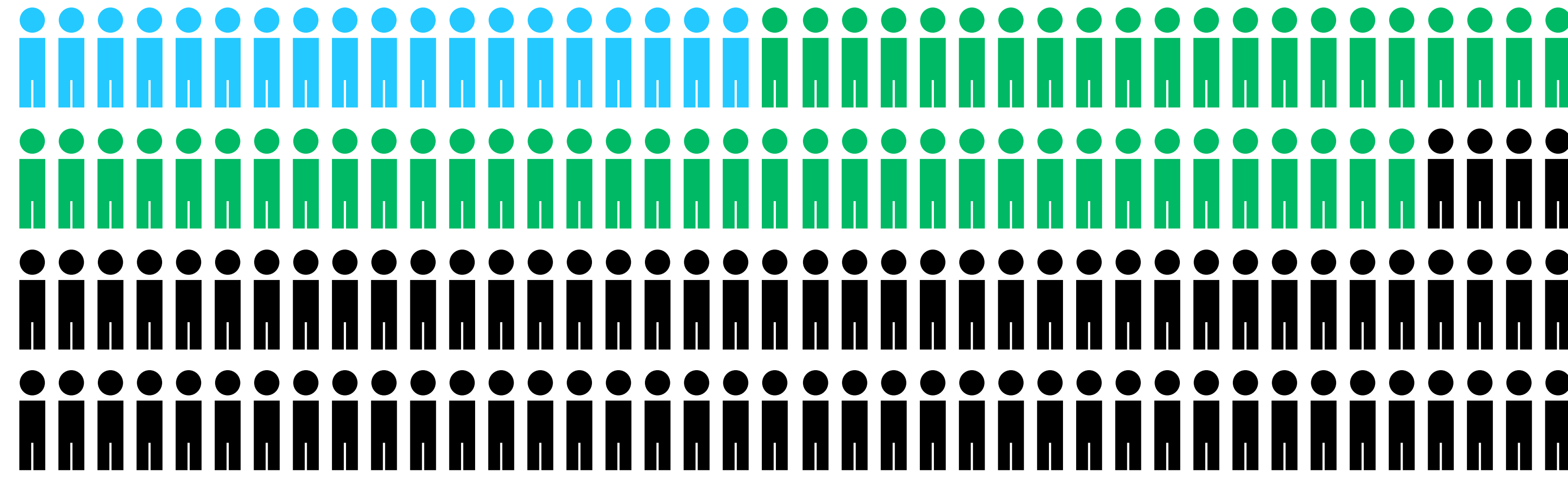


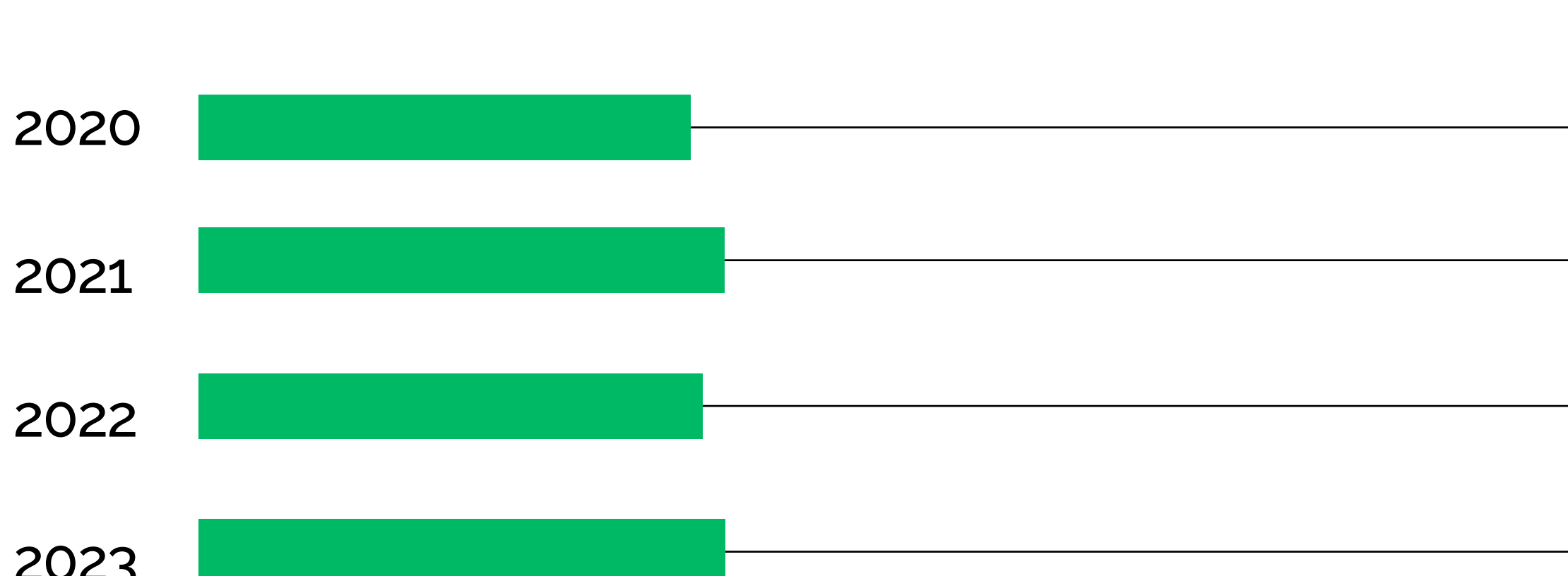
Nearly 70% of smokers say they want to quit ⁽¹⁾

We have a story to tell

From: **29%** To: **46%** Public support for government action to limit smoking has grown significantly in the last 10 years ⁽²⁾



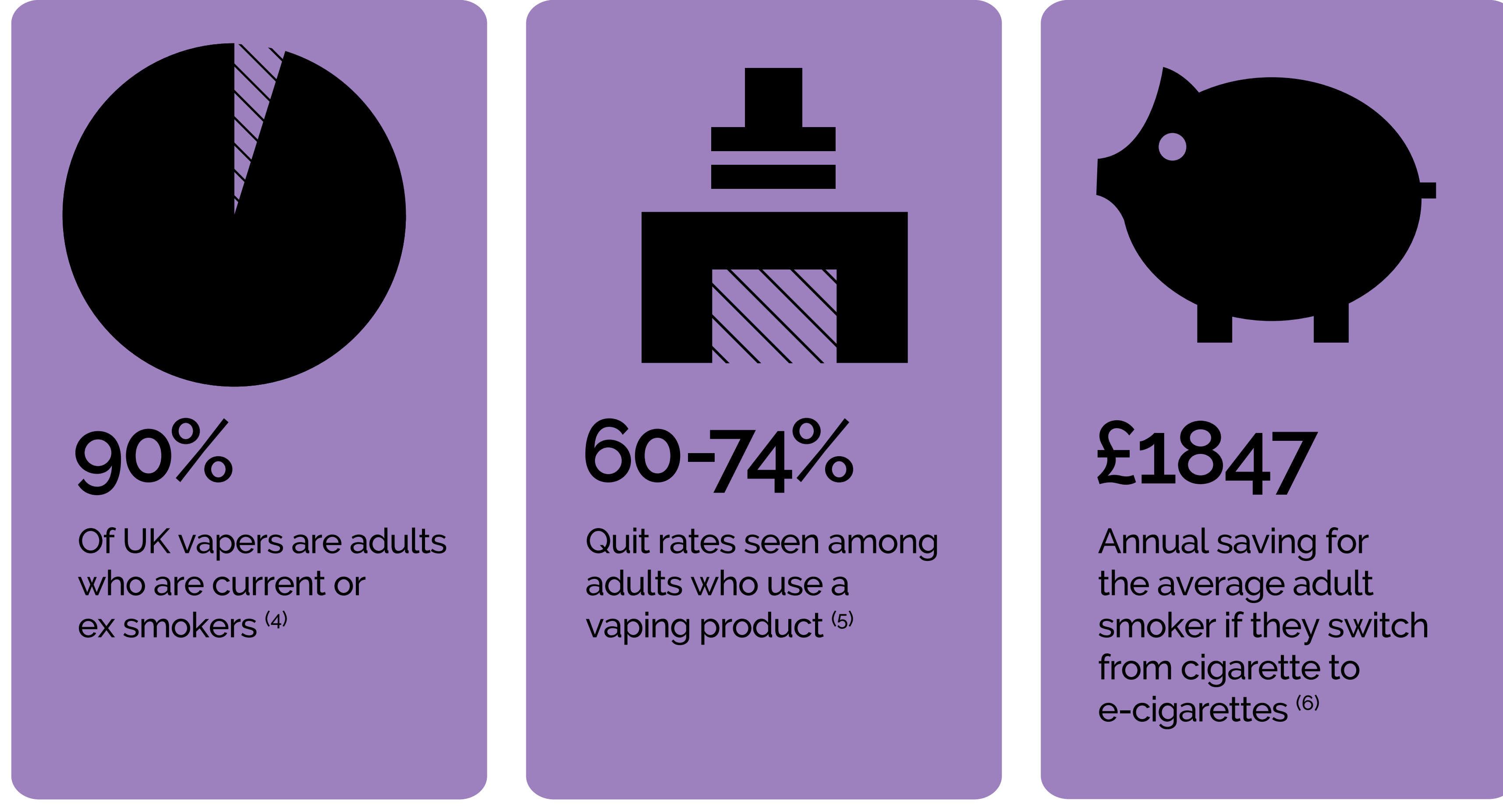
 29% Public support  46% Public support



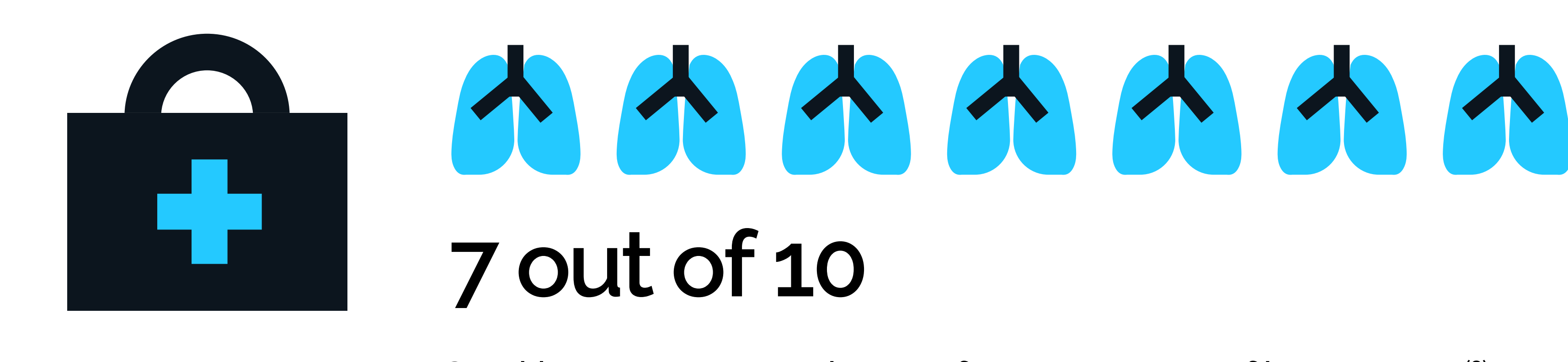
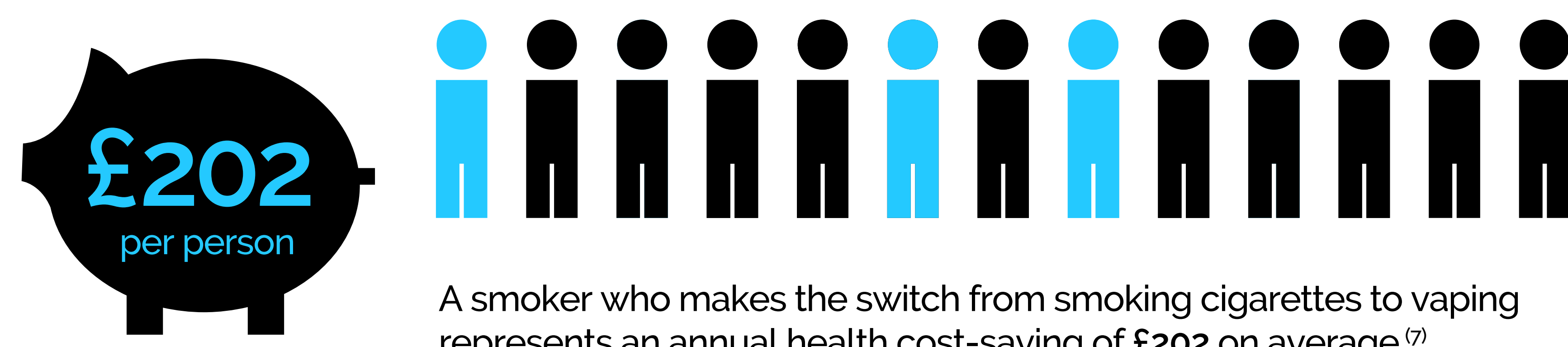
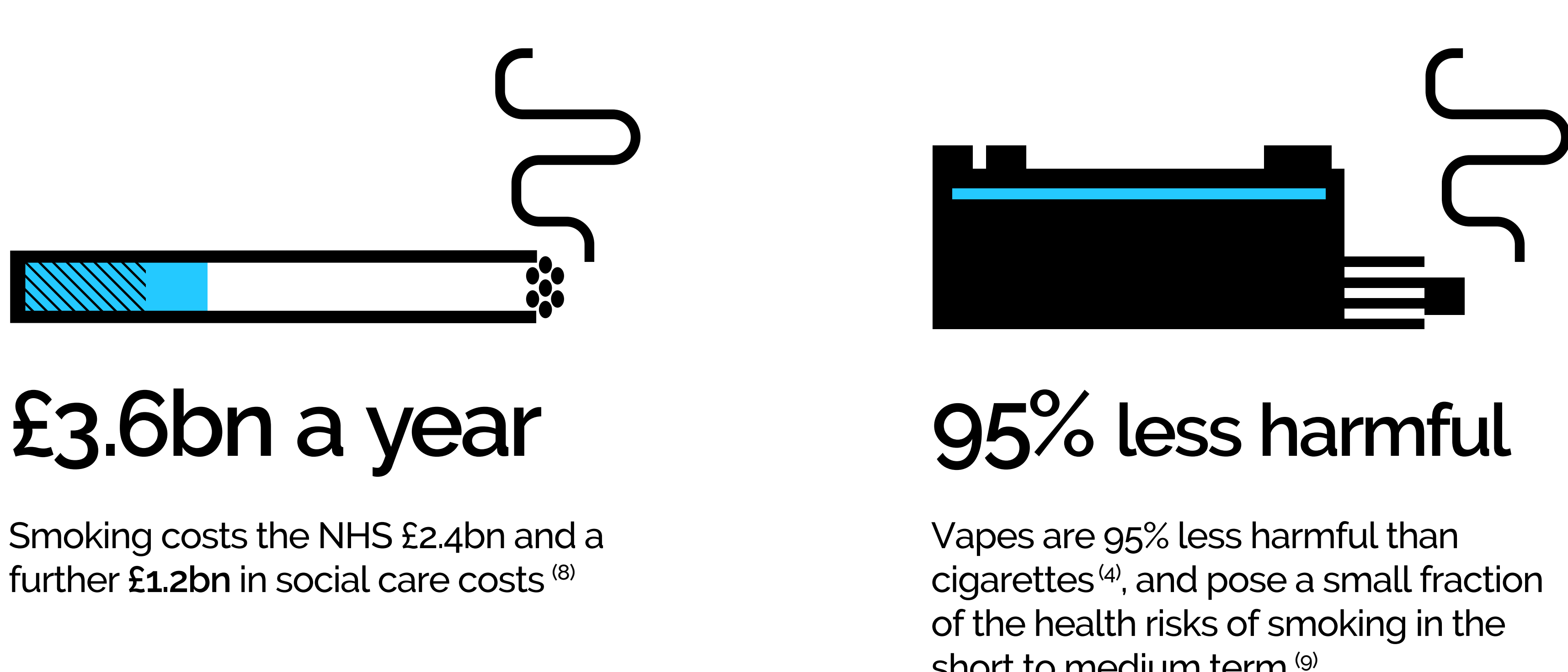
32%

Nearly a third of smokers incorrectly believe vaping is more or equally as harmful as smoking but opinions have remained largely unchanged over past 4 years ⁽³⁾

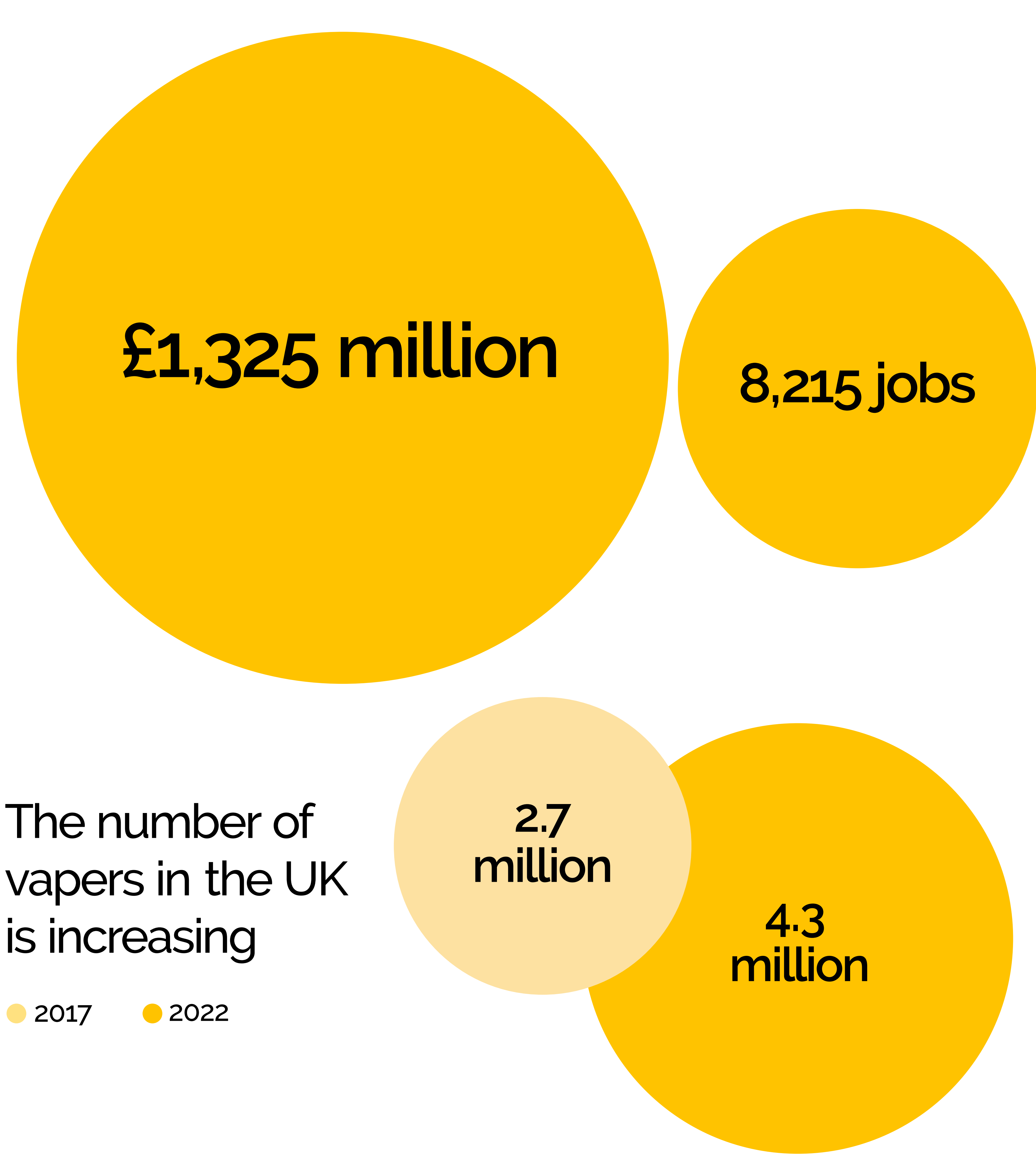
We are helping adults quit smoking



Vaping has significantly lower exposure to harmful substances ⁽⁷⁾



The vaping category continues to grow ⁽⁷⁾



Infographic is based on UK figures.

1. Truth Initiative - TruthQuitSmoking FactSheet
 2. Ash - Use of electronic cigarettes (vaporisers) among adults in Great Britain ^{Aug 2022}
<https://www.gov.uk/government/publications/the-khan-review-making-smoking-obsolete/making-smoking-obsolete-summary#:~:text=Figure 1 shows the prevalence downwards to 2.5% in 2050.>
 3. The Khan Review - Making smoking obsolete ^{9 June 2022}
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1081366/khan-review-making-smoking-obsolete.pdf
 4. King's College London - Evidence strengthens that vaping is effective for stopping smoking but not reaching its full potential with adult smokers ^{23 February 2021}
<https://www.kcl.ac.uk/news/evidence-strengthens-that-vaping-is-effective-for-stopping-smoking-but-not-reaching-its-full-potential-with-adult-smokers>
 5. CEBR Report - Economic impact assessment of the vaping industry ^{July 2022}
 6. King's College London - Vaping substantially less harmful than smoking, largest review of its kind finds ^{29 September 2022}
<https://www.kcl.ac.uk/news/vaping-substantially-less-harmful-than-smoking-largest-review-of-its-kind-finds>
 7. Ash - Smoking costs society £17bn - £5bn more than previously estimated ^{14 January 2022}
<https://ash.org.uk/media-centre/news/press-releases/smoking-costs-society-17bn-5bn-more-than-previously-estimated#:~:text=Smokers%20need%20for%20health%20and%20time%20to%20residential%20care%20costs.>
 8. Vape Club - The Cost of Vaping Vs Smoking
<https://www.vapeclub.co.uk/how-to-vape-guide/the-cost-of-vaping-vs-smoking>