

# Figures Reveal the Savings That Can Be Made by Switching to Electronic Cigarette

/EINPresswire.com/ Recent research has detailed the significant savings that people are making by switching from traditional cigarettes to electronic alternatives.

Recent research has detailed the significant savings that people are making by switching from traditional cigarettes to electronic alternatives. The figures published by e cig experts [Totally Wicked](#) details the average cost incurred by a 20-a-day smoker and measures it against the equivalent usage of an electronic device.

Displayed in an informative graphic, the figures may make startling reading for smokers unaware exactly how much cigarettes are costing them every year. Savings of over £2,000 can be made every year by switching to electronic cigarettes. Whilst the initial cost of investing in a quality [electronic cigarette](#) device may be higher than a pack of cigarettes; the long-term savings are significant.

Totally Wicked has quantified the savings by offering alternatives that could be purchased with money saved by switching to electronic cigarettes. The company has suggested that a full year's worth of food could be bought for the average family of four for the amount that is saved in the switch. For the tech lovers, two new high-spec Apple iMac computers can be bought or the average annual mobile phone bill for five family members can be paid for.

Alongside the direct and measurable savings that can be made; the graphic demonstrates the indirect and less obvious savings that can be enjoyed. Research discovered that smokers can earn 4%-8% less than equivalent non-smokers and that's if they even get hired in the first place: EU regulations state that companies can refuse to hire an individual because of their smoking habit.

Cigarettes not only incur financial costs, but environmental costs as well. The research discovered that more than half a billion trees are cut down in the name of the cigarette industry every year. Furthermore, both the pesticides used to cultivate [tobacco](#) and the smoke emitted from cigarettes are incredibly damaging to the environment.



The figures will reaffirm the belief of the vaping community (the e cig user community) that these simple devices bring with them a world of benefits and advantages.

#### About Totally Wicked

Totally Wicked are a large supplier of Electronic Cigarettes and related products, retailing in the UK, US and Germany.

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