

# INSIGHTS IN YOUR INBOX: METHODOLOGY



## AIM:

KDHRC's Vaping Attitudes Youth Perspectives Survey (VAYPS), aimed to create profiles of youth at varying degrees of vape usage to assess differences in their associated behaviors and attitudes. Below, we explain our sample, profile creation, and analyses used to inform our one-pager series, "Insights in your Inbox."

## APPROACH:

We used data from a 181-question survey we created to explore vape related attitudes and behaviors among youth to examine differences associated with different degrees of vape usage. We categorized our survey participants into four profiles based on the degree of their vape usage, then compared demographic, psychographic, social, and behavioral variables among each of these profiles.

## THE SAMPLE:

In May 2020, KDHC contracted a research firm to recruit and administer a one-time online survey to youth, aged 13 to 17, across the United States. Qualification criteria was limited to age only. The final sample consisted of 1,100 youth. We achieved an equal mix of age and gender and percentages of race closely mirrored national averages among this age range.

## SURVEY VARIABLES USED IN PROFILE CREATION:

### QUESTIONS

### ANSWER CHOICES

How likely are you to try a vape in the next month?

11-point scale ranging from "Not at all likely" to "Extremely likely"

If one of your five closest friends offered you a vape in the next month, would you try it?

11-point scale ranging from "Not at all likely" to "Extremely likely"

In the past 30 days, on how many days did you vape?

"0 days"; "1 to 2 days"; "3 to 5 days"; "6 to 9 days"; "10 to 19 days"; "20 to 29 days"; and "all 30 days"

## PROFILES:



**NEVER-USERS** 60.39%  
n=651

Reported never having vaped before and answered "0 - not likely at all" in response to the likelihood of vaping in the next month and in response to their likelihood to try a vape if a friend offered.



**NON-USERS** 13.36%  
n=144

Reported never having vaped before yet reported any likelihood value between "1-10" in response to their likelihood of vaping in the next month and/or in response to their likelihood to try a vape if a friend offered.



**LIGHT-USERS** 20.50%  
n=221

Responded yes to having vaped before and reported vaping nine or less days in the previous month.



**REGULAR-USERS** 5.75%  
n=62

Responded yes to having vaped before and reported vaping ten or more days in the previous month.

## ABOUT KDH RESEARCH & COMMUNICATION:

KDH Research & Communication provides timely dissemination of new research in public health and social service fields. Our mission is to produce and disseminate creative, science-based programs that improve the health and well-being of the nation's youth, family, and communities.

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For more information regarding VAYPS methodology, analyses, or findings, please contact our analyst, Andrew Simkus at [asimkus@kdhrc.com](mailto:asimkus@kdhrc.com)

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