

INSIGHTS IN YOUR INBOX

Thought-provoking findings from KDHC's analysis of original data with new reports shared bi-weekly. Today's findings are from the VAYPS (Vaping Attitudes Youth Perspectives Survey) dataset.



QUESTION

Why do youth continue to vape?

THE BOTTOM LINE

Youth give different reasons for vaping, which include that they enjoy it, their friends are doing it, and they like the flavors.

QUICK FINDINGS

Using a sample of survey data collected in May 2020 from 1,100 youth, aged 13 to 17, across the United States, we found differing primary reasons for vaping among light-users and regular-users. For example:

- About a quarter of the regular-users (21.0%) responded they continue to vape because they cannot stop, compared to light-users (1.81%) and overall (6.3%).
- Regular-users reported that they continue to vape because they enjoy it (62.9%), their friends vape during hang outs (59.7%), and the different flavors available (45.2%).
- Light-users reported that they continue to vape because their friends vape during hang outs (40.7%), they enjoy vaping (23.5), and flavors available (20.4%).
- While it was not the most popular reason, 5.9% of light-users and 12.9% of regular-users vape because they see people vaping on social media.

ABOUT KDHC RESEARCH & COMMUNICATION

KDHC Research & Communication provides timely dissemination of new research in public health and social services 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.

To learn more about the methodology behind the VAYPS project, please review the title page found [here](#). For more information about methodology or findings, contact our data analyst Andrew Simkus at asimkus@kdhrc.com. To read other findings, go to <https://www.kdhrc.com/news>.

REFERENCES

1. Yuan M, Cross SJ, Loughlin SE, Leslie FM. Nicotine and the adolescent brain. *J Physiol*. 2015;593(16):3397-3412. doi:10.1113/JP270492

WHY IS THIS IMPORTANT?

While light-users and regular-users both choose to vape, the differences between the two groups should be explored to better understand factors that lead to increased vape usage. In this study, regular-users and light-users shared different primary and secondary reasons for continuing to vape after initiation. Only 23.5% of light-users vape because they enjoy it, suggesting peer pressure or social influence from their network may be connected to their ENDS use rather than because they like the taste of vape flavors or the act of vaping.

Alarming, 21.0% of regular-users shared that they continue to vape because they can't stop, compared to 1.8% of light-users. Addiction and substance abuse are common among youth who use nicotine products such as ENDS during their adolescence¹. Furthermore, tobacco messaging must continue to highlight that ENDS usage among youth is not the norm and supplement parents' support by creating tobacco cessation messages in addition to prevention messages.

REASONS YOUTH CONTINUE TO VAPE

