

# INSIGHTS IN YOUR INBOX

Thought-provoking findings from KDHRC'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 choose not to vape?

## THE BOTTOM LINE

Personal choice and health concerns are the main reasons that youth choose not to vape.

## 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 that the most common reasons that youth choose not to vape are because of personal choice, the effects of vaping on their health, and threat of punishment by parents.

- Never-users (79.4%) and non-users (63.2%) primarily do not vape because they feel that the decision is their personal choice.
- Most non-users (59.7%) do not vape because they believe it is bad for their health, compared to an overwhelming majority of never-users (78.0%).
- Non-users (41.0%) were significantly more likely to report that they do not vape because of the threat of punishment by parents than never-users (31.5%).
- Overall, other less popular reasons that youth choose not to vape include that friends do not vape (22.3%), threat of punishment by school (20.6%), and price (8.1%).

## WHY IS THIS IMPORTANT?

Never-users and non-users both report that they have never tried vaping in the past; however, non-users can be categorized as susceptible since there is a chance they would try vaping under the right circumstances. Understanding the differences between these two groups is imperative to prevent never-users from becoming more curious about vaping and to employ interventions to limit non-users from vaping. Overall, most non-users and never-users choose not to vape because it is their personal choice (76.1%). Further research should explore how youth define their personal choice and what factors may influence their decisions and habits to better understand how personal choice acts as a protective factor.

Additionally, non-users and never-users overall (74.4%) believe that vaping is bad for their health, so it is clear the messaging focusing on health consequences has been effective. Threat of punishment from parents (33.0%) and school (20.6%) have less influence on the never-users and non-users in this study. Curiously, threat of parental punishment proved to be an effective measure that stopped only some non-users (41.0%) from vape initiation. To better prevent vape initiation among youth, vaping should be framed as a personal choice that protect health as opposed to a decision that will lead to punishment from parents and/or school.

## ABOUT KDHR RESEARCH & COMMUNICATION

KDH 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](mailto:asimkus@kdhrc.com). To read other findings, go to <https://www.kdhrc.com/news>.

