

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.



THE BOTTOM LINE

Peer influence and curiosity about vaping are the two most common, self-reported reasons youth give for initiating vaping.

QUICK FINDINGS

Using a sample of survey data collected in May 2020 from 1,100 youth, aged 13 to 17, across the United States, peer influence and curiosity about vaping are reported as the most common reasons that youth begin to vape. Specifically:

- There is a significant difference in vape initiation reason between light-users and regular-users. Light-users frequently reported wanting to try vaping as the reason, while regular-users most frequently reported they started to vape because their friends vape when they hang out.
- Overall, flavors (28.2%) and ease of use (17.8%) were other popular reasons both light-users and regular-users gave for vape initiation.
- A small but significant percentage of regular-users (19.4%) started vaping to stop smoking cigarettes compared to 4.5% of light-users.

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. To read other findings, go to <https://www.kdhrc.com/news>.

REFERENCE

1. National Center for Chronic Disease Prevention and Health Promotion (US) Office on Smoking and Health. E-Cigarette Use Among Youth and Young Adults: A Report of the Surgeon General. Atlanta (GA): Centers for Disease Control and Prevention (US); 2016.

WHY IS THIS IMPORTANT?

Understanding the motivations behind why youth begin vaping is instrumental in tackling the high youth vaping rates in this country. Light-users and regular-users in this study report different primary motivations for why they started to vape. Light-users frequently reported that they started to vape because they were curious about vaping, while most regular-users started because their friend groups smoked. It is essential to understand why youth are curious about vaping to prevent or limit this desire. Seeing the positive experiences of their friends, or advertising and marketing strategies about the benefits of vapes may contribute to curiosity. Prevention messages can counter positive expectancies by providing realistic and balance information about risk and emphasizing accurate norms – that most kids still do not vape.

These findings suggest that there needs to be a more robust regulation of advertisements for products that have proven adverse health effects and target youth. Additionally, advertisements that shed light on vape consequences should employ tactics that decrease the curiosity about vapes for youth.

PERCENTAGE OF YOUTH WHO SELECTED COMMON REASONS FOR VAPE INITIATION

THE GRAPH BELOW SHOWS THE PERCENTAGE OF YOUTH THAT SELECTED REASONS FOR VAPING.

