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

What are the characteristics of regular-users of vapes?

THE BOTTOM LINE

Caucasian male teens around 16 years of age were most likely to be regular-users of vapes.

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 identified the breakdown in demographics for the respondents across age, race, and gender. Specifically:

- The average age of regular-users is 15.7 years-old, which is significantly older than every other profile, including light-users (15.3 years-old), non-users (14.9 years-old), and never-users (14.9 years-old).
- Non-users are significantly younger than both light- and regular-users, on average.
- Caucasian respondents were the majority in every profile and increasingly so with each increased degree of vape usage. Alternatively, Black respondents had lower percentages with each increased degree of vape usage.
- Never-users were the only profile group with a female majority while regular-users had significantly fewer female respondents than every other profile.

WHY IS THIS IMPORTANT?

Understanding the characteristics of each youth profile helps us understand who is vaping and how to create effective interventions targeted toward them. In this study, regular-users were most likely to be older, Caucasian, and male; our sample's demographic characteristics echoes that of the existing literature.[1,2] While non-users and light-users often have similar characteristics such as perception of peer influence (IIYI Vol. 3) and perceived risks of vaping (IIYI Vol. 6), there is a significant difference between the average age of light-users and non-users. Younger respondents may not have been exposed to vaping among peers yet, which may explain why never-users are likely to be younger than other profiles.

Caucasian respondents (85.0%) made up most regular-users while Black respondents (1.7%) were least likely to be in the regular-user group. Male participants are most likely to be regular-users (61.3%), light-users (52.1%), and non-users (52.8%) while most never-users were female (53.2%). Identifying the light-users and regular-users in this study can ensure the vape prevention advertisements are tailored to resonate with the intended audience.

DEMOGRAPHIC BREAKDOWN BY RACE
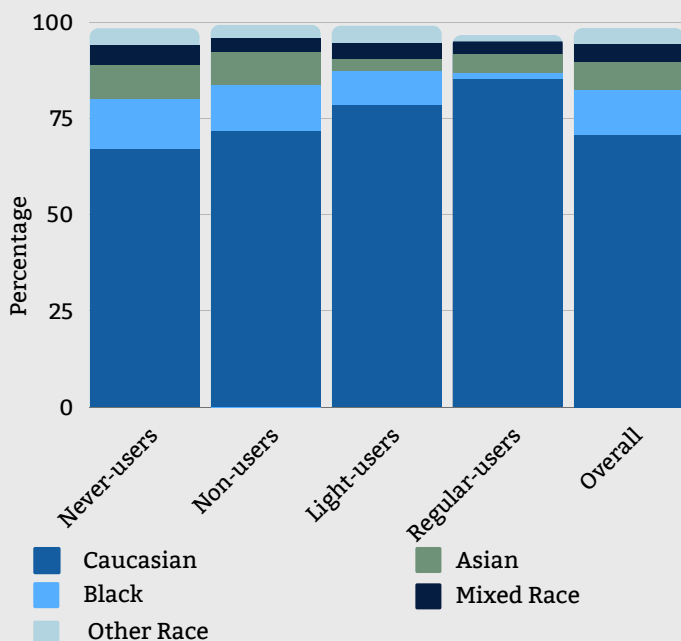
ABOUT KDH RESEARCH & COMMUNICATION

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.

REFERENCES

1. Gentzke AS, Wang TW, Jamal A, et al. Tobacco Product Use Among Middle and High School Students – United States, 2020. MMWR Morb Mortal Wkly Rep 2020:69:1881-1888.DOI: http://sdx.doi.org/10.15585/mmwr.mm6950a1.
2. Groom AL, Vu TT, Kesh A, et al. Correlates of youth vaping flavor preferences. Prev Med Rep. 2020;18:101094. Published 2020 Apr 8. doi:10.1016/j.pmedr.2020.101094