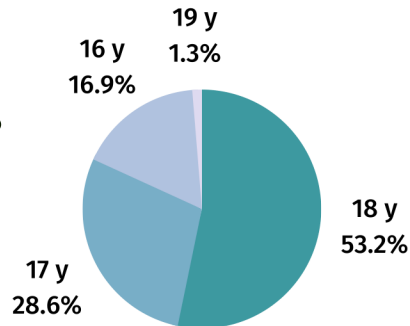


# VAPING AMONG TEENS

The professorship Transformational Media, in collaboration with students from the Master Content & Media Strategy program, conducted a study to gain insight into the vaping behavior of young people. The findings were used as input for an anti-vaping campaign developed by creative agency Wefilm for their client #artsenslaanalarm.

## Methodology

77 structured interviews were conducted among teens between 16-19 years of age. The data was for the largest part retrieved from participants who mainly live the North of the Netherlands.



## Motivations to vape

The respondents were asked whether they vape or why they think that others vape. Most vapers indicate that the **availability of nice flavors** is the main motivation to vape. Other frequently mentioned arguments were: **spending time with friends, as a healthier alternative to smoking, and because it is the easiest way to fulfill the need for nicotine.**

## Knowledge about vaping

Although young people know that vaping is harmful, their understanding of substances present in vaping pens is very low. **Most participants know that vaping is very harmful. Others indicate that it is somewhat harmful.** Only two participants do not consider vaping to be harmful at all. Many participants feel that **vaping is less harmful than cigarettes.**



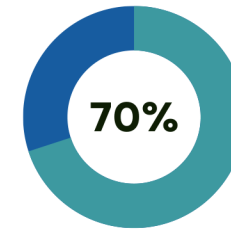
The far majority (87%) of the participants **do not know what is inhaled in a vape.**

*"Honestly no and I don't really care. Why would I? Like it's not like I care about health stuff when it comes to this. I know it's bad and that's it."*

## Vaping locations and availability

Vaping is **easy** and it is done **everywhere**. Young people often do not follow the rules and use the e-cigarette inside public places such as schools and public transportation. The findings show that **it is very easy for young vaper to buy vaping supplies, even if they are under 18 years old.** The regular cigar shop "Primera" and online are the most frequently mentioned points of sale.

## Advertising of vape supplies



70% of the participants mention they have not been exposed to advertising of vape pens. However, the same percentage of participants say they did come across content about vaping on social media.

Young people **do not recognize (sponsored) content that promotes vaping on social media as advertisement.**



TikTok and Instagram were most frequently mentioned platforms in which vaping content is shown.