



**GENERATION
VAPE**

A research collaboration project



In partnership with

**Cancer
Council**

Generation Vape Research Project

SNAPSHOT



Research

Aim

To examine awareness, perceptions, attitudes, knowledge and behaviours of e-cigarettes and tobacco use among the following target audiences in NSW and across Australia:



**Young people
aged 14-17 years**



**Young adults
aged 18-24 years**



**Parents and/or carers
of young people aged
14-17 years**



**Secondary school teachers,
principals and administrators**

Approach

Generation Vape utilises quantitative and qualitative research components to address the research aims and questions:

**Quantitative
survey every
6 months**

**Qualitative
interviews
and focus groups
every 12 months**



Timeline

**WAVE
1**

July – December 2021

- Focus groups and interviews
- Survey
- NSW only

**WAVE
2**

March – July 2022

- Focus groups and interviews
- Survey
- Expanded to National
- Included 18-24s

**WAVE
3**

September – December 2022

- Survey

**WAVE
4**

March – July 2023

- Focus groups and interviews
- Survey

**WAVE
5**

September – December 2023

- Survey

**WAVE
6**

March – July 2024

- Focus groups and interviews
- Survey



Key findings so far?



Young people

- Mainly getting vapes through friends or “dealers” at school or outside of school
- Over half of ever-vapers reported using a vape they knew contained nicotine
- Retail access to vapes is increasing



Young adults

- Most important factors for vaping are flavour and taste, relaxation and stress and the nicotine hit
- Vaping is seen as a socially acceptable behaviour among young people



Parents

- Vast majority of parents are very concerned about their children vaping
- Perceived motivations for teenagers to use e-cigarettes including social and adolescent rebellion



Teachers

- Vast majority of teachers are concerned or very concerned about vaping at school
- Over half of teachers are aware of the sale of vaping products in schools

“I think access is a major issue. These kids are like three or four years younger than us. And they just have access to it. Just straight access.”

MALE, 16-17 YO, NSW
PRIVATE SCHOOL
TRIED VAPING



Partners

Generation Vape is proudly funded by the following partners:

Philanthropic partner

- Minderoo Foundation

Federal partner

- Australian Federal Government
Department of Health

State Partners

- NSW Ministry of Health
- Cancer Institute NSW

Research Partners

- The Daffodil Centre
- The University of Sydney



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