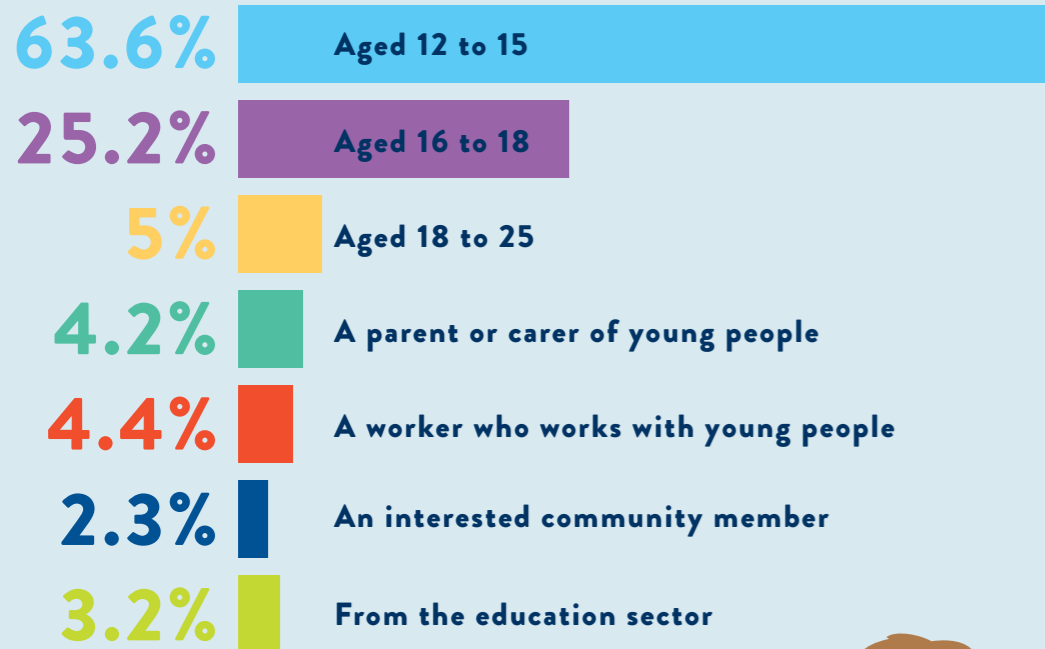


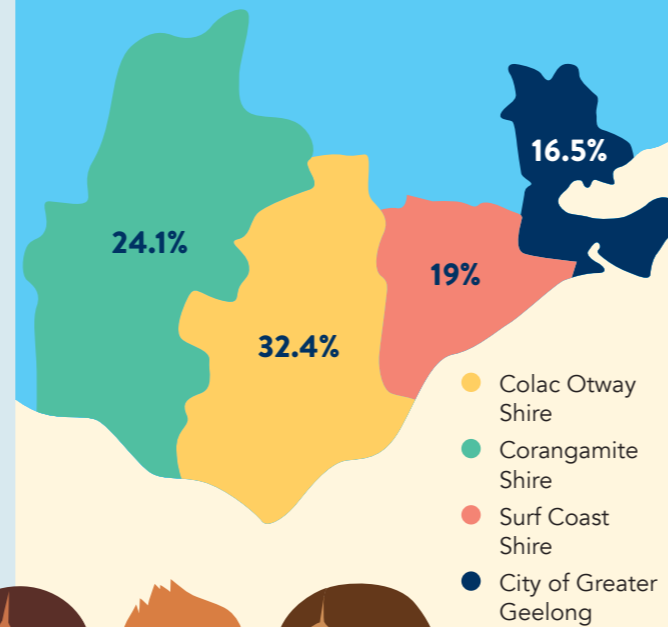
BARWON SOUTH WEST VAPE USER SEGMENTS SURVEY FINDINGS

We would like to thank VicHealth and The Behaviour Change Collaborative for supporting this work.

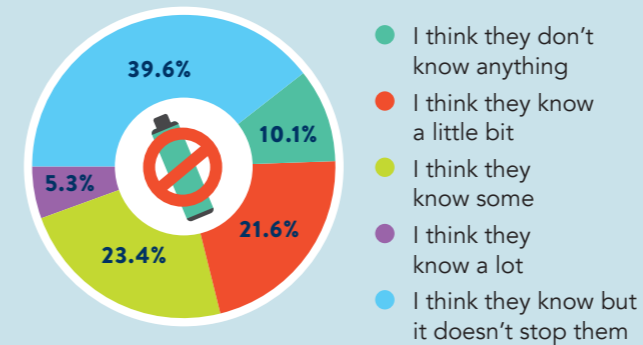
WE HEARD FROM 1239 PEOPLE



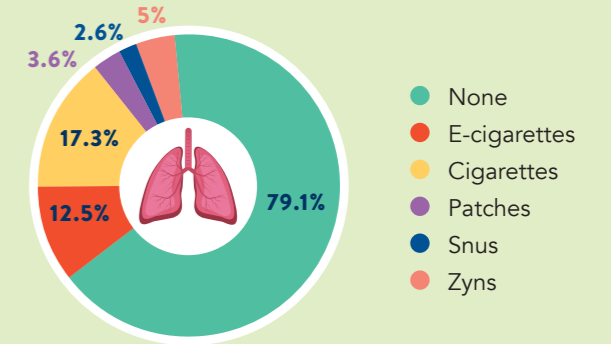
WHERE SURVEY RESPONDENTS LIVE:



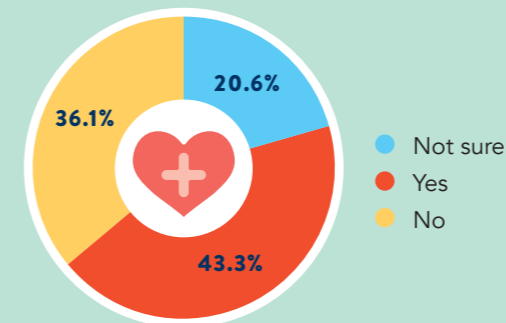
Do you think young people know how harmful vaping can be on their overall health and wellbeing?



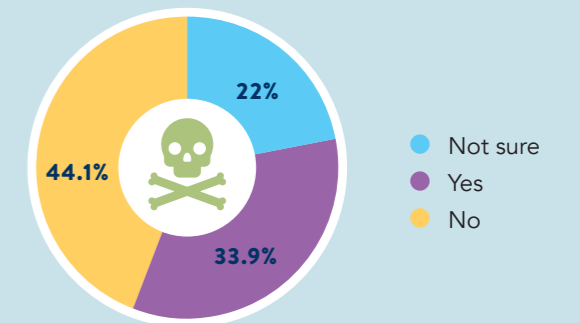
Have you used any other nicotine products?



Do you know what supports and services are available to help someone quit vaping?



Do you think there is enough information about the harms of vaping?



YOUNG RESPONDENTS (12-25) EXPERIENCE WITH VAPING:



61.7%



REJECTORS

Never have, probably never will. Teens in this segment are strongly against vaping. They're well informed about the harms and risks of vaping and reject any benefits. They'll even avoid friend groups and social settings where people vape.

I never have and never will

41%



UNINTERESTED

It's not even on their radar. Uninterested teens aren't as knowledgeable as Rejectors, but they firmly believe vaping is addictive and bad for their health. They're also the least curious of all the segments about vaping.

I am not interested in it

1.8%



SUSCEPTIBLE

They've never vaped, but they're curious about it. These teens are often in social situations where vaping is more common. They tend to want to fit in and care more about what others think of them. They feel less confident about how to say 'no' if offered a vape.

I am curious to try it

11.8%



TRIALLISTS

Triallists have tried vaping but haven't vaped at all in the last few months. Many didn't have a great experience with vaping and like Rejectors, they don't see many benefits of vaping or intend to try it again

I have tried it but didn't really like it

5.5%



EXPERIMENTERS

The light recreational users. Experimenters tend to vape once every few months, mostly in private with people they trust. Many are comfortable with the amount they vape, but half would like to reduce or stop

I sometimes vape

2%



ATTACHED

Attached teens vape somewhat more frequently than Experimenters, with more vaping alone at least some of the time. They have a higher appetite for risk. Many of the Attached have bought their own vape, and endorse the benefits of vaping. However, they don't consider themselves addicted and believe they can avoid it by managing how often they vape. Around half would like to cut down or stop vaping in the future.

I vape most days and quite like it

5.2%



COMMITTED

Most vape daily and believe that they're addicted. They believe vaping is a safer option than other coping mechanisms and tend to use their own vape across a wide range of social and physical settings. While the majority want to cut down or stop altogether, they lack the self-belief and confidence in their ability to do so. Most expect to be vaping in the next year.

I vape everyday and don't want to quit/do want to quit