

GEN Z PERSPECTIVE VAPING AND QUITTING

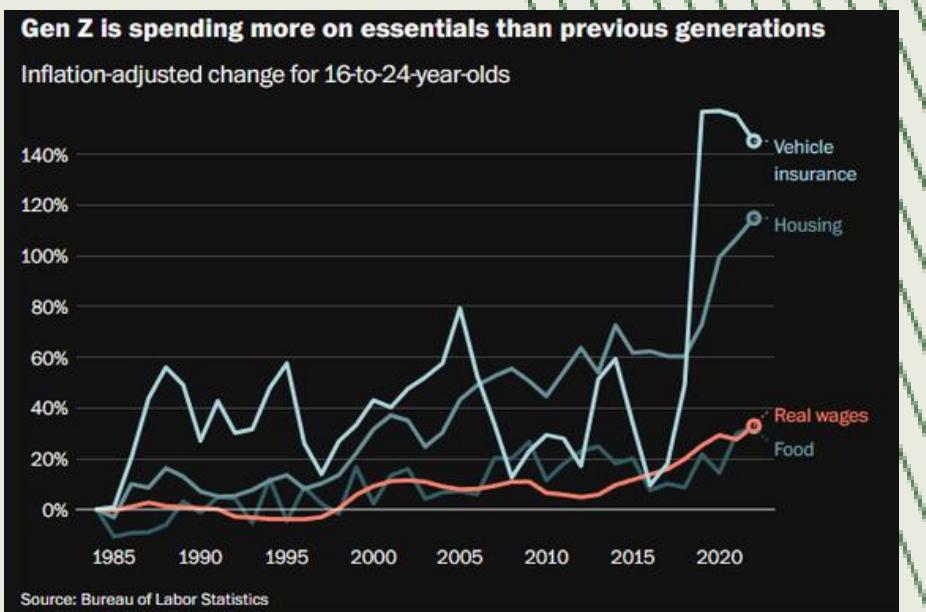
Austin Kim

OUTLINE

- Why does start vaping?
- What makes vaping attractive to youth?
- Changing views on vaping and quitting

WHY DOES GEN Z START VAPING?

- Stimulation
 - More demand and competition in education and career
- Stress
 - Access to more information via social media



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BUSINESS INSIDER

Computer science grads say the job market is rough. Some are opting for a 'panic' master's degree instead.

Jaures Yip Updated Mon, December 9, 2024 at 1:10 PM EST · 8 min read

The Washington Post
Democracy Dies in Darkness

Business **Economy** **Economic Policy** **Personal Finance** **Work** **Technology** **Business of Climate**

Millennials had it bad financially, but Gen Z may have it worse

Today's young adults are spending more on housing and car insurance than millennials did. They're also more likely to be in debt, despite higher wages and more jobs.

June 23, 2024

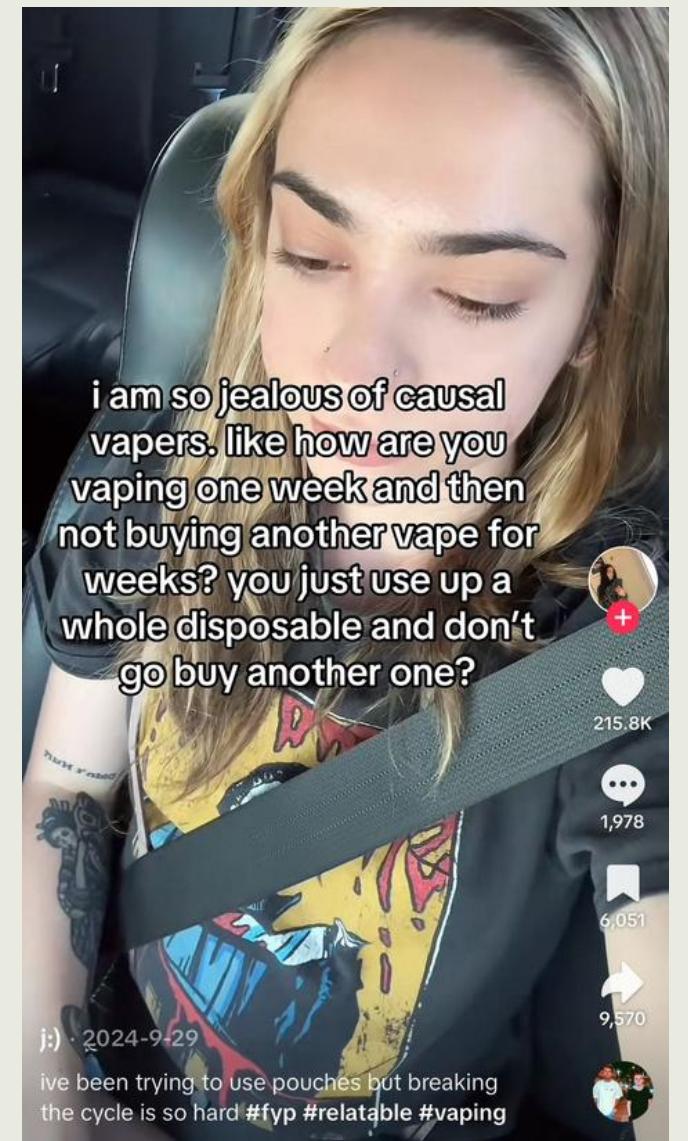
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WHY DOES GEN Z START VAPING?

- Lack of Information
 - Sparse insight into the health effects of vaping
 - Perception that vaping is far “healthier” than traditional cigarettes

WHY DOES GEN Z START VAPING?

- Culture
 - Celebrities, friends, and social media



WHAT MAKES VAPING ATTRACTIVE TO YOUTH?

- Smell
- Taste
- Concealability
- Accessibility
- Lack of Stigma

CHANGING VIEWS ON VAPING AND QUITTING

- More young adults are realizing that vaping isn't healthy and they should quit while encouraging others to do the same
- Rise of nicotine pouches

