JUUL: Recognition, use and perceptions among youth and young adults

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What is JUUL?

- Electronic vaporizer with sleek design to look like USB flash drive
- Promoted as a “satisfying alternative to cigarettes”
- “By accommodating cigarette-like nicotine levels, JUUL provides satisfaction to meet the standards of smokers looking to switch from smoking cigarettes.”
- Spun off from Pax Labs – loose leaf vaporizer company
JUUL pods

• Detachable pods through which vapor is smoked
• Uses nicotine salts – every JUUL pod contains nicotine
• Available in tobacco, fruit, mint and other flavors
• Single use design, with potential to refill
JUUL – Nicotine Delivery

![Graph showing nicotine delivery comparison between cigarette, JUUL, and average e-cigarette. The Y-axis represents absorbed nicotine level (μg/mL) and the X-axis represents time after first puff (min). JUUL is depicted with a yellow curve, cigarette with a blue curve, and average e-cigarette with a dark blue curve.]

- JUUL device
- USB charger
- 4 pod multipack
- 5% strength
- 59 mg/ml

*average e-cigarette*
JUUL – Market Growth

- In January and February, 2018, JUUL represented 54.6% dollar share of the e-cig market.

Source: Nielsen Total US xAOC/Convenience Database and Wells Fargo Securities, LLC
What Parents Need to Know About Juuling

Michelle Nico
Wednesday 11:33am - Filed under: JUUL

One of the biggest top everywhere is the Juil like a USB flash drive--figuring it contains an Instagram posts with whenever, whenever--desks in class. They’re

1/5 Kids In The US

Do Not Know Where Their Next Juul Pod Is Coming From

24 Tweets About Juul's That Only Teens Will Find Funny

"Yo, you got a pod?"

Posted on February 5, 2019, at 4:07 p.m.

Kevin Smith
BuzzFeed Staff

Dorothy Shaw
BuzzFeed Staff

OK, here's the thing, maybe you clicked on this article because you didn't know what a Juul is...if you don't, it's a vape that everyone is obsessed with and it looks like this:
Study Purpose: To learn more about JUUL awareness, use, perceptions and terminology.
Methods

Sample

• Source: Qualtrics panel, N=1,012
• Age: 15-24 year olds (50% 15-17, 50% 18-24)
• 50% male, 50% female
• Data collected online, 11/22/17 – 11/28/17. During this period, JUUL represented 40% of e-cig dollar share.
Do you recognize this product?

Among entire sample, N=1,012

YES (%)

100% 90% 80% 70% 60% 50% 40% 30% 20% 10% 0%

Cigalike: 81% 75% 75%
Vape Pen: 75% 25%
Tank: 0%
JUUL: 100%
What do people your age call these products?

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Among those who recognized the JUUL (n=255)

How do people your age describe the use of these products?

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n = 255
Ever and Past 30-Day Use of JUUL

Among entire sample, N=1,012

JUUL
(N=1012)

Ever Use
Past 30-Day Use
Past 30-Day Use of JUUL

Among entire sample, N=1,012

*Significant Differences
Does this product contain nicotine?

- Past 30-day JUUL users were significantly more likely to report the products always contain nicotine compared with those who did not use a JUUL in the past 30 days (37% vs. 20%).

Among those who recognized the JUUL (n=255)
Conclusions

• While there is less recognition of JUUL than other vaping products, one-in-four youth and young adults recognized a JUUL device and nearly one-in-twelve reported use in the past 30 days.

• Use of these products is generally referred to as vaping with 25% referring to product use as “JUULing”.

• Only one-in-four who recognized the product knew that JUUL pods always contain nicotine. Greater perceptions of nicotine content in JUUL associated with past 30-day use.

• Males, those who live comfortably, Hispanics, and young adults are significantly more likely to be current JUUL users.
Upcoming paper

Other studies being planned

- Follow up JUUL perceptions survey in the field now
  - Monitor JUUL use among youth and young adults
  - Understand JUUL use and perceptions
- JUUL purchasing project
  - Determining if people under 21 years old can buy JUUL from the official website
Other JUUL studies being planned

- Social media analyses – brand strength, content analysis (nicotine, flavors, schools), source analyses (brand affiliate vs. organic)

- JUUL’s impact on nicotine strength in e-cig market (Nielsen scanner data analyses)

Source: Health Media Collaboratory, NORC at the University of Chicago
JUUL Labs’ school-based prevention initiative

- JUUL has developed prevention curricula for parents and children.
- Schools receive $10,000 from JUUL to participate.
- Participating schools can receive technology that shuts down JUUL devices and potentially allows administrators to identify where devices are in the school building.

Moving Beyond E-Cigarettes & Marijuana

This curriculum was developed with support from JUUL Labs, Inc, a company that manufactures e-cigarettes and is committed to combating underage use of its products.

Divided into three sections, this mini-course focuses on three key areas including the underlying science that demonstrate the dangers of e-cigarette and marijuana use for teenagers, the social influences that teens must address, and the use of mindful practices that provide students with an alternative to using e-cigarettes and marijuana. The curriculum provides the teacher materials needed for each session as well as supplemental information, “Teacher Resources,” that provide background for teachers as well additional information and activities for students.

This ASAP Science youtube video is part of the JUUL curricula. https://www.youtube.com/watch?v=haqi4xjvKo&t=22s