

# Young Adults: A Unique Population of Smokers



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# Studying Young Adult Smokers: Challenges

- **Usually included within larger adult population**
  - Laboratory research, clinical trials
  - National surveys



# Studying Young Adult Smokers: Challenges

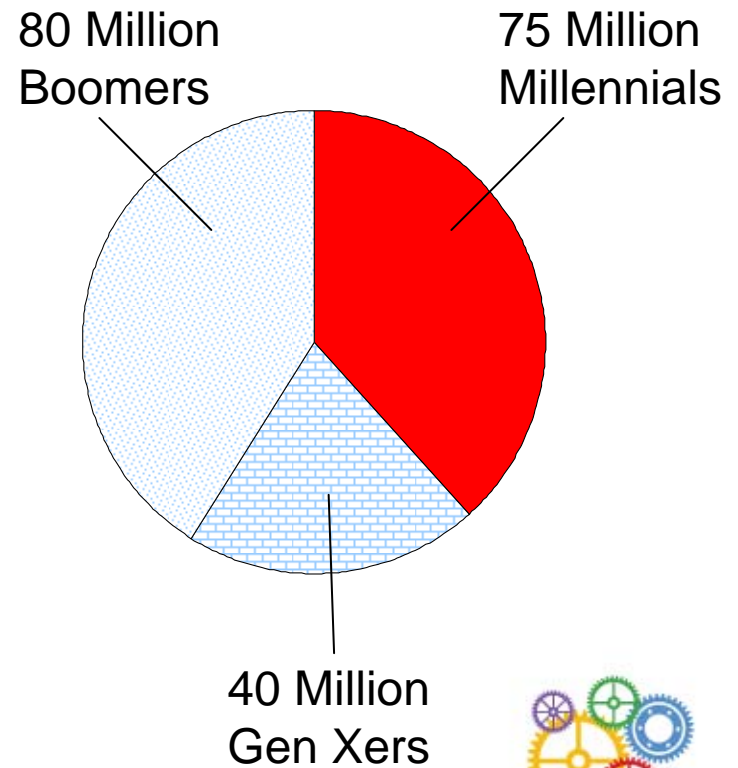


- **Young adults ≠ other adults**
  - Current cigarette use
    - Young Adults = 38.4%
    - All other adults = 22.5%
  - Unique population → stage of transition
    - Developmentally
    - Culturally



# Who is “Generation Y?”

- **Born 1977-1994**
  - 1983-1989 for current 18-24 year olds
  - AKA “The Millennials”
- **Cultural identity**
  - 34% minority
  - Global mix-match culture



# Who is “Generation Y?”

- **Forming identity**

- Independence – social and personal levels
  - Residential instability

- **Preparing for the future**

- Approx 33% enroll in college
- 40% work full time

- **Risky behavior and decision making**

- Linked to independence
- Continued cognitive development



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# Who is “Generation Y?”



- **Marketing orientation**
  - Pragmatic, value-oriented
  - Convenience
  - Best method of marketing = word of mouth
    - Fickle and don't like “the hard sell”
  - Cigarette companies know this and capitalize on it!
    - Internet coupons and free shipping
    - Events focused on young adults



# Who is “Generation Y?”



- **Media Use (compared to older adults)**
  - More likely to listen to **radio** and use **Internet**
    - No difference in number of hours of Internet use in a week
  - More likely to use **instant messaging**
  - More likely to use **social networking sites**
  - Less likely to read the **newspaper**
  - No differences in how much **TV** is watched during the week



Sources: 2005 Health Information National Trends Survey,  
<http://hints.cancer.gov/> (Click on "New NCI Report" under "Announcements" on  
the upper right side, Table 2)

Forrester Research



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# Gen Y and Internet Use



	<b>Gen Y (18-26)</b>	<b>All Adults</b>
Go online	87%	72%
Use e-mail	98%	97%
Use instant messaging	61%	34%
Enter competitions/sweepstakes	43%	33%
Watch Internet video	34%	20%
Play games with others	38%	18%
Read blogs	28%	12%
Use social networking sites (e.g., MySpace)	38%	10%
Publish own Web pages	23%	10%
Take online education course	14%	9%
Use online personal ads (craigslist)	13%	7%
Publish or maintain a Weblog (blog)	16%	4%

Source: Forrester Research



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# Who is “Generation Y?”



- **Sources and trust of health information**

- Much more likely than older adults to search Internet as first source for cancer info.
- Much less trustful of information on Internet than older adults
- No difference in trust of info. from:
  - Doctor
  - Family, friends
  - Newspapers
  - Magazines
  - Radio

Source: 2005 Health Information National Trends Survey, <http://hints.cancer.gov/> (Click on "New NCI Report" under "Announcements" on the upper right side, Table 3)



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# Who is “Generation Y?”

- **Cancer awareness (compared to older adults)**
  - Much more likely to think everything causes cancer
  - Much less likely to worry about getting lung cancer
  - No differences with regard to thinking:
    - You can reduce lung cancer risk by not smoking
    - There are too many recs about how to prevent getting lung cancer making it hard to follow
    - About perceived chances of getting lung cancer

Source: 2005 Health Information National Trends Survey,  
<http://hints.cancer.gov/> (Click on "New NCI Report" under "Announcements" on  
the upper right side, Table 4)



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# Gen Y Tobacco Use

- **Smoking via waterpipes, especially at hookah bars**

As of 2004, 200–300 new waterpipe cafe´s had opened in the United States since 1999, usually in college towns.

*Smokeshop Magazine*



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# Gen Y Tobacco Use



- More likely to be non-daily smokers

Age (Years)	All SD versus All ED (95% CI)
15-25 (reference)	.....
26-35	0.81** (0.73,0.90)
36-45	0.64** (.058,0.72)
46-55	0.52** (0.46, 0.59)
> 55	0.64** (0.56,0.73)

People aged 15-25 were significantly more likely to be Someday (SD) smokers versus Everyday (ED) smokers

Source: Hassmiller et al. (2003) Nondaily smokers: who are they? Am J Public Health. 93(8): 1321-1327.



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