Abstract

Purpose. This study assessed awareness, trial use, and past 30-day use of Juul (JUUL) and other electronic cigarettes among undergraduate students at three Mississippi universities. We also examined misclassification issues in survey assessment of e-cigarette and JUUL use.

Methods. A total sample of undergraduate students was recruited at three Mississippi universities. Undergraduate students were recruited by email with a link to the survey. Students who linked to the survey completed the online survey. Students who chose to participate were provided an image of the JUUL and this statement, “Have you ever seen a Juul (JUUL) or the Juul Labs logo?” and asked, “Do you know what JUUL is?” Students who chose to participate but did not report that they had ever used a JUUL were classified as never users. Students who reported that they had never used a JUUL were classified as not reporting JUUL trial. These students were asked if they had ever tried a JUUL before. Students who reported JUUL trial did not report e-cigarette trial. To address these outcome variables across demographic variables, we used Chi-squared tests for population and sample character comparisons and prevalence estimates, while Chi-squared tests compare results for JUUL awareness, trial, and use provide prevalence estimates, while Chi-squared tests compare results for JUUL awareness, trial, and use provide prevalence estimates, while Chi-squared tests compare results for JUUL awareness, trial, and use provide prevalence estimates. We also used logistic regression to evaluate the prevalence of JUUL use among undergraduate students at three Mississippi universities.

Results. Sniffing, trial use, and past 30-day use of JUUL among undergraduate students at three Mississippi universities. We also examined misclassification issues in survey assessment of e-cigarette and JUUL use. Results indicated that the majority of undergraduate students were aware of JUUL, with a higher proportion of trial users reporting past 30-day JUUL use than never users. The prevalence of past 30-day JUUL use among undergraduate students at three Mississippi universities was significantly higher than the prevalence of past 30-day JUUL use among undergraduate students at three Mississippi universities, with a higher proportion of trial users reporting past 30-day JUUL use than never users. The prevalence of past 30-day JUUL use among undergraduate students at three Mississippi universities was significantly higher than the prevalence of past 30-day JUUL use among undergraduate students at three Mississippi universities, with a higher proportion of trial users reporting past 30-day JUUL use than never users.

Conclusion

These findings, along with sales data indicating an increasing trend in JUUL use among young adults, suggest that JUUL is a popular e-cigarette among young adults. Although the FDA has recently begun to regulate JUUL and other e-cigarettes, these findings suggest that young adults continue to use JUUL and other e-cigarettes at a high rate. The FDA should consider terminology when designing surveys about these products, as JUUL is an e-cigarette that could approximate the ability of a cigarette to deliver nicotine addiction.

Introduction

JUUL use than others, p<.05. On a measurement note, days (23.9%). Males, smokers, and students in the Greek than a third of students reporting have tried JUULs and use of JUUL among undergraduate students at three Mississippi universities. In this study, we examined misclassification issues in survey assessment of e-cigarette and JUUL use. Results indicated that the majority of undergraduate students were aware of JUUL, with a higher proportion of trial users reporting past 30-day JUUL use than never users. The prevalence of past 30-day JUUL use among undergraduate students at three Mississippi universities was significantly higher than the prevalence of past 30-day JUUL use among undergraduate students at three Mississippi universities, with a higher proportion of trial users reporting past 30-day JUUL use than never users. The prevalence of past 30-day JUUL use among undergraduate students at three Mississippi universities was significantly higher than the prevalence of past 30-day JUUL use among undergraduate students at three Mississippi universities, with a higher proportion of trial users reporting past 30-day JUUL use than never users.

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