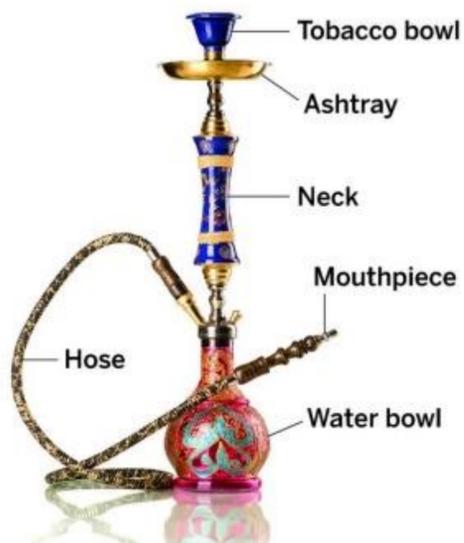


# Prevalence and Harm Perceptions of Hookah Smoking among U.S. Adults, 2014-2015

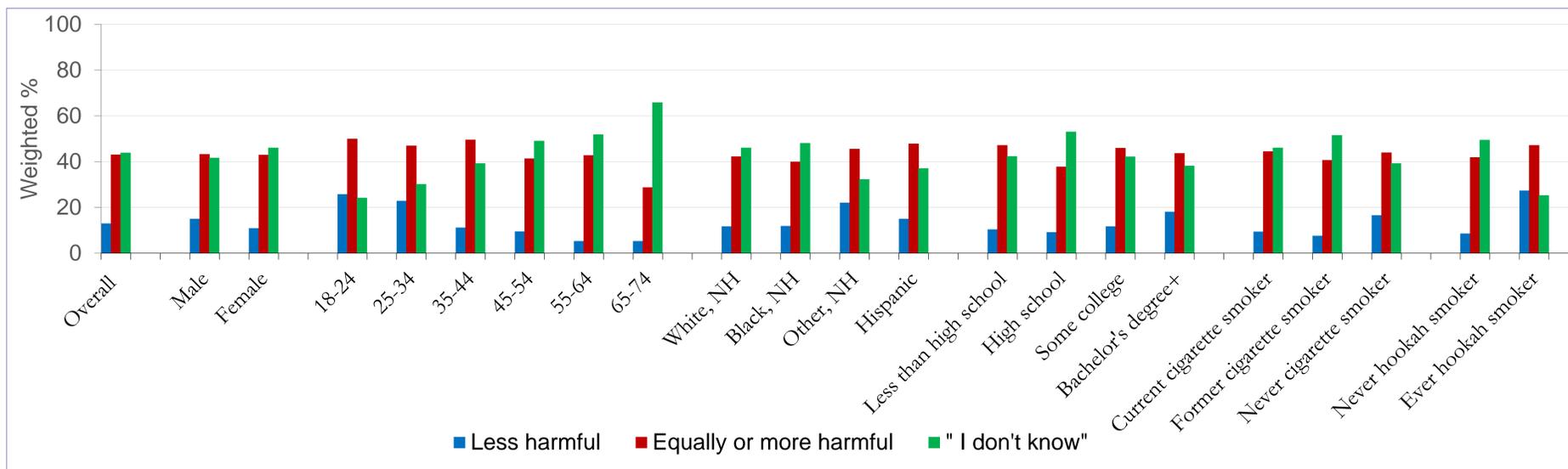
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## Introduction

- No recent study has examined harm perceptions of hookah smoking among a representative sample of adults
- To inform the policy and public health programs, continuous monitoring of hookah smoking uptake and perception is needed



Perceived harm of hookah smoking relative to cigarette smoking among U.S. adults, 2014-2015



## Study Objectives

- To estimate the prevalence of ever and current hookah smoking among U.S. adults, aged 18 years and older
- To examine factors associated with being ever and current hookah smokers
- To determine the prevalence and factors associated with perceptions of risk of hookah smoking

## Methods

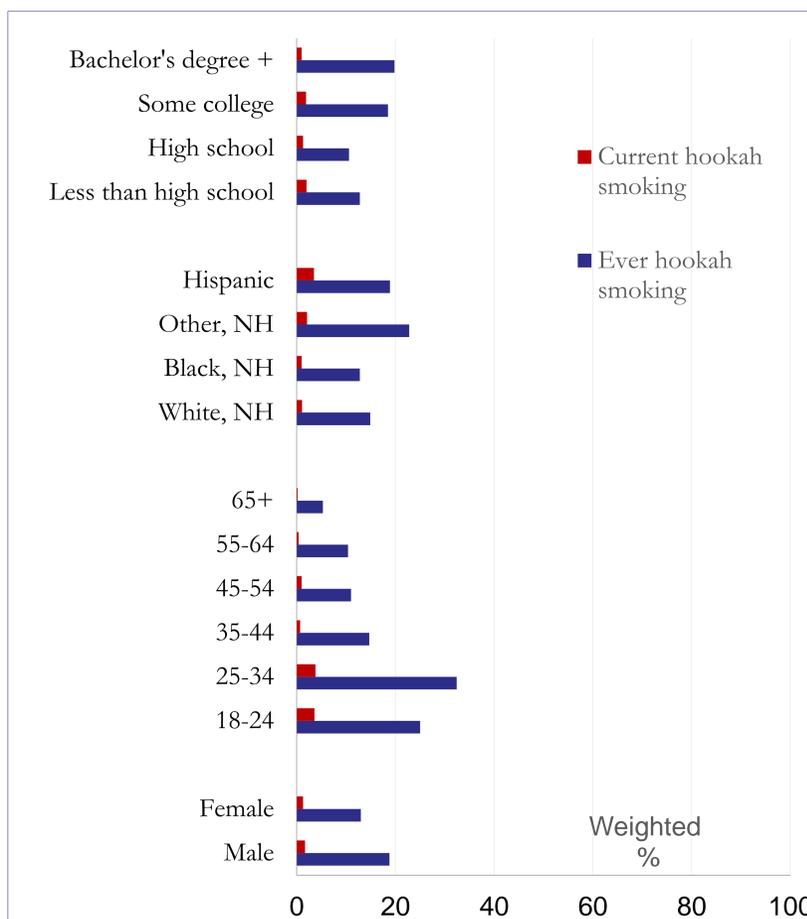
### Data Collection

- Tobacco Products and Risk Perceptions Surveys during 2014 and 2015

### Measures

- Ever hookah smoking
- Current hookah smoking: smoked hookah in the past 30 days
- Perceived harm of hookah smoking relative to combustible cigarette smoking

Characteristics of ever and current hookah smokers



## Results

### Prevalence for U.S. Adults in 2014/2015:

- Ever hookah smoking: **15.8%**
- Current (past 30 day use) hookah smoking: **1.5%**
- Of ever users of *little cigars/cigarillos*, ever hookah smokers: **32.8%**
- Of ever users of *e-cigarettes*, ever hookah smokers: **43.6%**

### Perceptions of Relative Harm in 2014/2015:

- Less harmful than cigarettes: **13.0%**
- Equally or more harmful than cigarettes: **43.1%**
- Uncertain, "I don't know": **43.9%**

## Conclusions

- Hookah smoking is prevalent among users of other alternative tobacco products.
- There is a knowledge gap about the harmfulness of hookah smoking.
- Young, college-educated, and never smokers perceive hookah as less harmful

## Acknowledgement

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