

Young Adult Smoker Risk Perceptions of Traditional Cigarettes and Nontraditional Tobacco Products

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Objective: To explore risk perceptions of traditional and nontraditional tobacco products (NTPs) among young adult smokers. **Methods:** Focus groups with African Americans, non-Hispanic whites, and Hispanics. Risk ratings of light, regular, and menthol cigarettes and of NTPs and marijuana and cigarettes were compared. **Results:** Participants tended to view light cigarettes as safer than regular cigarettes. Shisha and herbal products were rated as safer than tradi-

tional cigarettes, but there were differences in ratings by race/ethnicity, related to preferred cigarette variety. **Conclusions:** Health communication messages about the use of cigarettes and NTPs should consider risk perceptions about the products and racial/ethnic differences.

Key words: young adults; risk perception; cigarettes; nontraditional tobacco products, racial/ethnic groups

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