Teens and E-cigarettes

Teens are more likely to use E-cigarettes than cigarettes.¹

- 3.6% 8th grade Cigarettes
- 9.5% 8th grade E-cigarettes
- 6.3% 10th grade Cigarettes
- 14.0% 10th grade E-cigarettes
- 11.4% 12th grade Cigarettes
- 16.2% 12th grade E-cigarettes

2X as many boys use e-cigs as girls

Teen E-cig users are more likely to start smoking.²

What do teens say is in their e-cig?³

66.0% Just Flavoring
13.7% Don’t Know
13.2% Nicotine
5.8% Marijuana
1.3% Other

High teen exposure to e-cig advertising⁴

7 in 10 exposed to ads

Retail: 58.3%
Internet: 42.9%
Television: 38.4%
Magazines: 34.6%
Newspapers: 26.0%

References:
¹: MTE 2015
²: Linkedin 2015
³: Showtime 2015
⁴: NIH National Institutes on Drug Abuse