2019 National Youth Tobacco Survey shows youth e-cigarette use at ALARMING levels

Over 1 million middle school students are currently using e-cigarettes

Of those currently using e-cigarettes, ABOUT 1 in 5 used the product frequently (on 20 or more days per month)

Research Shows
Frequent e-cigarette use may expose youth to high levels of nicotine and lead to users becoming addicted to nicotine even faster than those who smoke.

Of those currently using only e-cigarettes, ABOUT 3 in 5 used a flavored product

Research Shows
People whose first tobacco product was flavored are more likely to become regular tobacco users.

Current e-cigarette use has INCREASED DRAMATICALLY, while current cigarette use has dropped steadily, UNDERMINING PROGRESS in reducing overall tobacco use.

CENTER FOR TOBACCO PRODUCTS
Note: All numbers presented here are estimates.

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